

STOPPING STREET ACCIDENTS

BARRON COLLIER

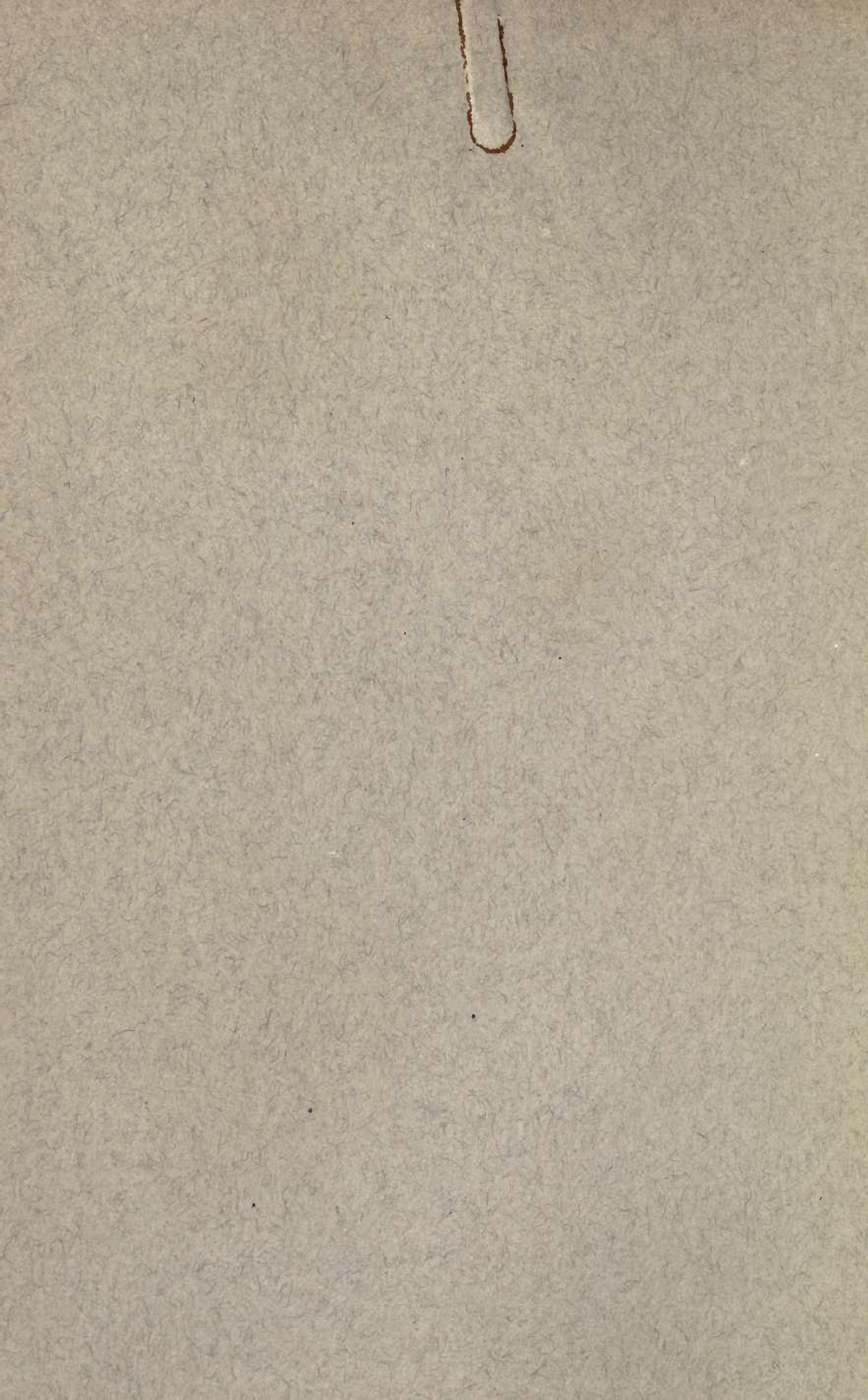
Special Deputy Police Commissioner

City of New York

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STOPPING STREET ACCIDENTS

*A History of New York City's
Bureau of Public Safety*

By

BARRON COLLIER

*Special Deputy Police Commissioner, Police Department,
City of New York*

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To those workers in every city
whose earnest effort is directed
toward the saving of Human
Life, this book is dedicated.

BARRON COLLIER,

Special Deputy Police Commissioner
Police Department, New York City

PREFACE

The Bureau of Public Safety, of the New York Police Department, has evolved a plan whereby it is steadily reducing the number of injuries and deaths suffered in street accidents year by year.

It is the earnest hope of Special Deputy Police Commissioner Barron Collier, Director of the Bureau of Public Safety, that this plan, the effectiveness of which has been proven, may serve as a handbook and thus be of material aid to other cities in meeting the problems which he is successfully meeting in Greater New York.

RICHARD E. ENRIGHT,
Police Commissioner,
New York City, N. Y.



THE HON. JOHN F. HYLAN

Mayor, City of New York



THE HON. RICHARD E. ENRIGHT

Police Commissioner, City of New York

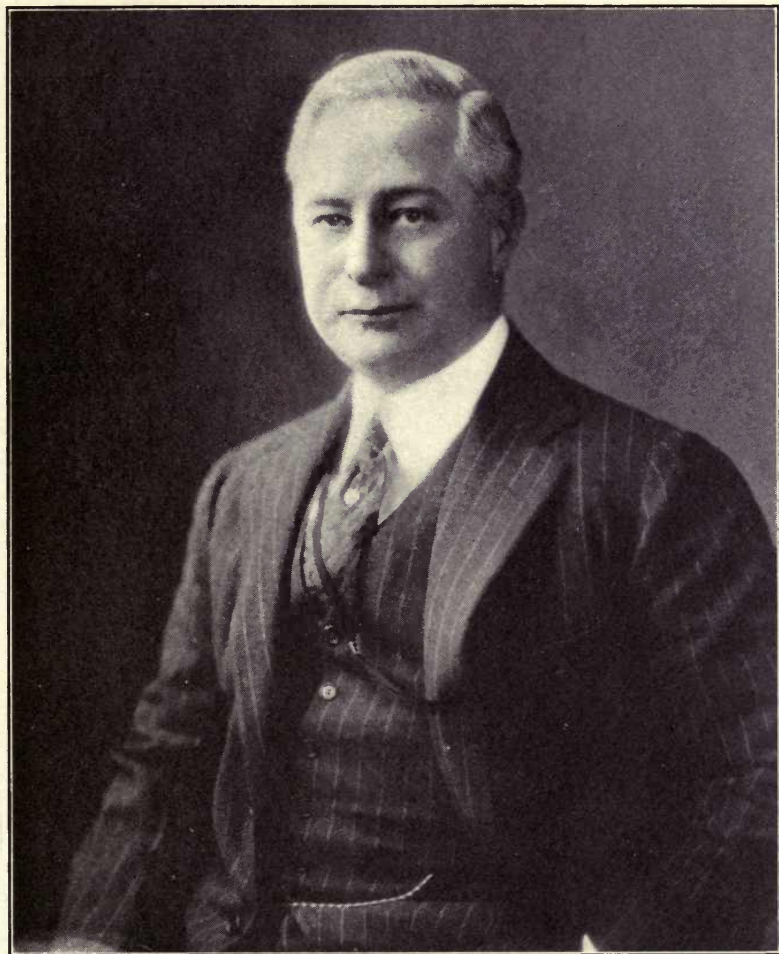
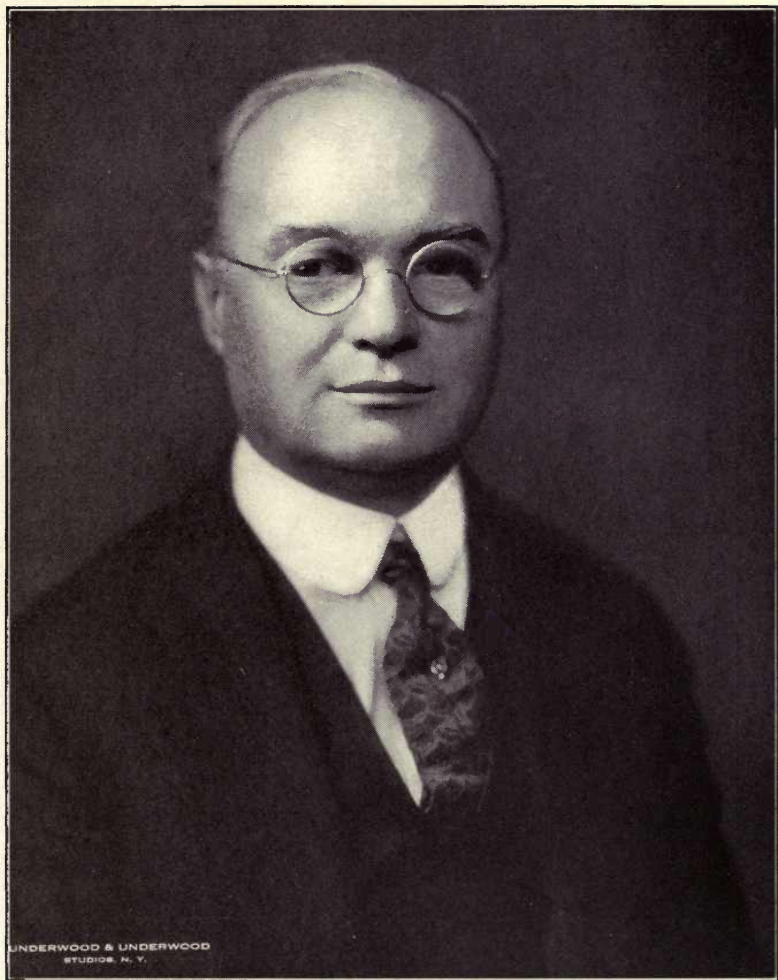


Photo by Underwood & Underwood.

THE HON. BARRON COLLIER

*Special Deputy Police Commissioner, Bureau of Public Safety,
Police Department, City of New York*



MR. MARCUS DOW

*Executive Secretary, Bureau of Public Safety
Police Department, City of New York*



EXECUTIVE STAFF, BUREAU OF PUBLIC SAFETY

MR. MARCUS DOW, *Executive Secretary*

Top Row

Left to Right

LIEUT. EDWARD J. LENNON
LIEUT. WILLIAM A. RYAN

LIEUT. JOSEPH HEMLEY
LIEUT. RICHARD HAMILTON

Center Row

LIEUT. CHARLES P. MOONEY
LIEUT. FRANK RATHGERBER
LIEUT. JOHN J. HENNESSY

LIEUT. JAMES A. DEMILT
LIEUT. EDWARD A. BRACKEN
LIEUT. JOHN F. O'GRADY

Bottom Row

LIEUT. PATRICK H. RICE
LIEUT. JAMES S. P. BRADY
LIEUT. MARTIN A. NOONAN

LIEUT. EDWARD H. WALSH
LIEUT. JOHN E. COPELAND
LIEUT. JAY J. McDONALD

STOPPING STREET ACCIDENTS

CHAPTER I

THE PROBLEM

In the United States, there are few cities whose populations have not increased at a startling rate in the last ten years. For more than a decade, there has been a well defined, acutely felt transition from country to small town; from small town to city. This movement has brought with it the problems of adequate housing, adequate urban transportation, and personal safety in the increased use of the cities' thoroughfares.

The human congestion alone would have given city officials and heads of civic bodies sufficient cause for worry, but to it have been added literally thousands upon thousands of motor driven vehicles. This added burden to the traffic problem has brought the matter of safety in the streets to a stage so acute that every city in the country is seeking some way—any way, to check the rapidly increasing number of deaths and accidents.

In the late summer of 1922, the matter had become so serious, that, had it been a disease, it would have been described as "epidemic." And in New York City, the most crowded, the busiest city in the United States, it was even more keenly felt than elsewhere. Here the yearly increase in population amounts to approximately 90,000 persons, and the motor driven vehicles increase at the rate of about 60,000.

It was to meet this new state of affairs that Police Commissioner Richard E. Enright created the Bureau of Public Safety whose duty it was to make a comprehensive study of the condition and its cause, and from this study perfect a plan which would curtail the enormous loss of life.

It is well to explain here the distinction between the work of the Traffic Bureau and the Bureau of Public Safety. The former concerns itself largely with the routing and regulation of traffic of all kinds; the latter, with the human element—the people themselves, and their safety while a part of New York's great traffic stream. Each Bureau renders the other the highest type of co-operation.

PERSONNEL OF THE BUREAU

Seventeen picked lieutenants of police and twenty-three patrolmen familiar with safety work, were assigned to the new Bureau by Commissioner Enright. Over them as Executive Secretary to the Director of the Bureau, was placed Mr. Marcus Dow, then president of the National Safety Council.

Mr. Dow brought to the Bureau the benefit of more than ten years' experience in safety work gained as Safety Director of one of the largest railroads in the country.

The first task of the Special Deputy Police Commissioner and the Bureau was a close study of former police records pertaining to street accidents, coupled with a practical study conducted on the streets of the city at all hours of the day and night. This work occupied the remaining weeks of 1922, and the mass of information gleaned from it furnished the foundation

for the work which was to follow, and yielded a key to a solution of the problem.

In this study of old records it was found that the current accident report did not give complete information of the accident, having no provision for the recording of a number of valuable facts which should have been obtained by the officer investigating immediately following the accident, and best procurable at that time. Instructions were issued directing that full information be conveyed in Form U. F. 6, the section headed "Remarks" being provided for this purpose. This is the form now carried by every police officer in New York.

A study of it will show the wealth of material it contains—material of a definite nature—so definite, in fact, that the officer in filling it out can hardly fail to record every bit of valuable data pertaining to the accident.

ACCIDENT NUMBER		SURNAME		FIRST NAME AND INITIALS		SEX							
AIDED NUMBER		ADDRESS					AGE						
DATE		TIME	PLACE OF OCCURRENCE										
ACCIDENT	NO.	SICK	INJURED	DEAD	FOUND DROWNED	LOST CHILD	FOUNDLING						
NATURE OF ILLNESS OR INJURY							FATAL SERIOUS SLIGHT UNKNOWN						
TO		HOSPITAL		BOME	MORGUE	CLAIMED	S. F. C. C.						
STRUCK BY		Col- lisions	RUNAWAY OR STOPPING RUNAWAY		STEALING RIDE	CROSSING STREET NOT AT CROSSING							
Railway Train			BOARDING, RIDING IN, OR ALIGHTING FROM STREET CAR		MOTOR VEHICLE	OTHER VEHICLE							
Private Auto			VIOLATION TRAFFIC REGULATION										
Taxicab			DEFECT IN VEHICLE			DEFECT IN PAVEMENT							
Auto Bus			POLICE ACTION	NONE	ARREST	SUMMONS	SUBMITTED TO COURT						
Commercial Auto			CITY INVOLVED		OFFICER A WITNESS?	U. F. 18 FORWARDED?							
Motorcycle			1 NAME		ADDRESS		LIC. NO.						
Street Car			DRIVEN BY					Owner Chauffeur Employee					
Horse Drawn Vehicle								2					Owner Chauffeur Employee
Private, Commercial													
U. F. 6													

(OVER)

Front. (Reduced from 6x4 inches.)

DETAILS			
CAUSE			
RESPONSIBILITY			
TELEGRAPH BUREAU NOTIFIED	TIME	RECEIVED BY	SENT BY
	A. M. P. M.		
REPORTED BY PATROLMAN		CERTIFIED AS CORRECT	
SHIELD NO. _____ PCT. _____		LIEUTENANT _____ PCT. _____	

Reverse

This card is delivered to the lieutenant in charge of the precinct in which the accident took place. The lieutenant is required to certify to the correctness of the report and therefore carefully checks the work of the reporting officer. In the event of any possible ambiguity, the lieutenant calls the reporting officer before him for a verbal explanation making entry of any additional facts so obtained. The information contained on the card is then transcribed to the precinct report of street accidents, a monthly form, which is kept in the Bureau, to which the original report card was immediately transmitted.

A study of this monthly precinct report form will show how definite is the accident information compiled, and will indicate the value of the composite information it presents to safety executives. It has proven invaluable in the work of the Bureau. Other forms, the necessity

CHAPTER II

THE CAUSE OF ACCIDENTS

The most common error made by those who seek to analyze street accidents, is that of confusing the cause of accidents with the various types of accidents. Running suddenly from the sidewalk into the street; playing in the streets and roadways; alighting improperly from vehicles of all types; failure to make regular inspections of motor vehicle control mechanism; jaywalking; driving automobiles with defective brakes are actions which result in **types** of accidents. These are not causes. The **cause** of accidents is that impelling force of which these **types** are merely results.

What is this cause?

A study of accident report cards cannot fail to establish the fact that all accidents are caused by one thing—Carelessness. Here, then, is a better visualization of the problem—something more definite to fight.

But Carelessness is at best a more or less general term. It may mean a thousand things. Analyze a bit further. Carelessness is nothing more nor less than Thoughtlessness, and Thoughtlessness is a thing which can be dragged from the hazy field of generality into definite reality. Once there, it can be fought intelligently, and the battle can be carried on until the objective is reached.

It is obvious then, that in correcting Thoughtlessness, the most effective weapons will be those which cause people to **think!**

And it is equally obvious that, having made people think, we shall have caused people to be Careful. And, having caused people to be Careful, we shall have overcome Carelessness—the cause of all accidents.

It was on this theory of accident cause that the plans of the Bureau were based, and subsequent results have proven it correct. There is no doubt that, in proportion to the thought created in the minds of the people, in just such proportion does the accident wave subside.

This analysis formed only the foundation for the work to be done; an intelligent basis from which to work. Much yet remained, such as that of providing a better classification and an instant visualization of accidents in such a manner that the Bureau could determine where, and at what time, the greater number of accidents might be expected, and under what circumstances and to what class and age of persons such accidents might occur.

Accidents grouped themselves in the following order of seriousness:

- 1—Crossing streets not at a crossing
- 2—Crossing streets at cross walks
- 3—Collisions of vehicles
- 4—Running off sidewalks
- 5—Playing games in the roadway
- 6—Crossing streets diagonally
- 7—Bicycle riding in the roadway
- 8—Stealing rides on vehicles
- 9—Falling from vehicles
- 10—Boarding or alighting from vehicles

- 11—Autos striking poles, walls, etc.
- 12—Roller skating in the roadway
- 13—Autos jumping curb
- 14—Walking in the roadway
- 15—Autos over-turning
- 16—Autos falling over embankments
- 17—Working in the roadway
- 18—All other types (a few very unusual accidents)

Such a classification as this shows immediately the relative seriousness of the types listed, and thereby furnishes valuable information which can be used in the fight against carelessness, as shown in its specific types.

The effectiveness of this knowledge was proven early in the work of the Bureau, for in the Spring of 1923, after the first comprehensive grouping of accident types, it was found that nearly 50 per cent of all street accidents were made up of the types which constitute "Jay-Walking." These types are crossing streets not at crossings; crossing at crossings, but doing so without proper attention to the dangers present; crossing streets diagonally, instead of directly; and walking in the roadway.

"Jay-Walking," therefore, became the "test case" of the Bureau's theory, and in a few months' time, instead of contributing nearly 50 per cent of all street accidents, contributed less than 30 per cent. The manner in which this was accomplished is discussed later.

Enlarged wall maps of the city on sliding frames and in sections, showing all street intersections, school districts, etc., afford an excellent means for instant visualization of what we might term the geography of accidents. Such a system is in constant use at the Bureau, and by means of large and small red pins, and large

and small yellow pins instant visualization of accidents is always at hand.

The small red pins are used to denote a vehicular accident to a person under 16 years of age—a large red pin to indicate a vehicular accident to a person over 16 years of age. The small and large yellow pins indicate non-vehicular accidents to persons under 16 years of age and to persons over 16 years of age. These pins are stuck in the maps at the exact place of the accident as soon as the accident report card is received.

In Greater New York, the map system provides one map for each of the five boroughs, and these maps make possible concentration of police supervision at unusually hazardous points.

The research which resulted in new report forms and a new classification of accident types also served to throw a great light on better methods of reaching the public.

This study showed that, in the majority of instances, warnings issued in printed form were entirely too general in nature. A broad distribution of such warnings as "Be Careful!" "Watch Your Step!" "Better Be Safe Than Sorry!" "Don't Take Chances!" was having effect, but this effect was largely lost in the vagueness of generality.

How much better to be specific? How much better to tell people of **what** to be careful; **how** and **when** and **where** to be careful; **where** to watch the step; **how**, **when** and **why**.

Specific warnings are like rifle balls aimed at definite targets. General warnings have the character of the pellets from a shot-gun—they scatter in every direction, and few find the mark.

So it is that the Bureau of Public Safety takes each specific type of carelessness and attacks it with its rifle fire warnings, telling people **how** to cross the streets properly; **where** it is safe to cross; **why** it is necessary to cross there and not in the middle of the block if one wants to cross safely; and **what** to look out for while crossing. The same method is used in each of the specific types of accidents.

It is well to bear in mind while planning such work, that people resent a "Don't" and welcome a "Do." "Don't" creates antagonism, though it may be in even the smallest degree. "Do" invites co-operation—and usually gets it.

Sometimes, a "Don't" is necessary, but that is rarely. Sometimes, too, a combination of the two has its advantages. For instance:

"Cross streets at the Crossings. Don't cross in the middle of the Block."

The chief power of the "Don't" here lies in the fact that it serves to emphasize the "Do" of the preceding sentence. But the "Don't" of this sentence can be eliminated and the sentence improved by substituting the word "NOT", thus making one sentence:

"Cross streets at the Crossings—**not** in the middle of the block!"

It is simple enough to back this warning up with what advertising men term "reason why" copy—indisputable, fact statements which prove that crossing the street at any other place is both a dangerous and a foolish undertaking. Publication of the number of persons killed or injured by failure to observe simple safety rules constitutes convincing argument. In such a

publication, it is important to tell just what acts of carelessness were committed by those who suffered the consequences.

AUNTY J. WALKER

We cannot offend people or antagonize them and expect to get from them that co-operation which is vital to successful safety work. Yet we must warn them in language which often takes on the character of a distinct command—and the American people do not like commands, even from their appointed or elected officials.

It was foreseen that there would be many cards, pamphlets, booklets, newspaper advertisements, posters, etc., necessary to the task of educating the people in safety, and it was also foreseen that much of this material would have to be expressed in unmistakable language, backed up by the authority of the Police Department itself, in distinct commands, unequivocal, direct, impelling.

It is a problem to do this without incurring ill-will, for, as already explained, the good-will of the people is the most important factor and the most effective instrument for use in the task of teaching principles of safety.

To meet this need, the little character, Aunty J. Walker was created. Study her features. Note the club and uniform of authority. And most of all, note her beaming, kindly smile; her optimism.

This little character can say things which the police themselves would not dare say. She can reason, reprimand, command—talk like the proverbial “Dutch Uncle” and do it all *without the slightest degree of offensiveness!*



In nearly every piece of material printed by the Bureau of Public Safety, this little figure appears as a part, and the greater part of all matter is preceded by the statement: "Aunty J. Walker says:".

The result has been amazing. Aunty J. Walker has become the emblem of the Bureau. She is recognized as the mouthpiece of that branch of the Police Department. In the public mind, she carries all the authority of the department itself, and with it all by her broad smile and her good-heartedness, she has become the intimate friend of the people. Today she is probably the best known and most popular character, or caricature, in New York City or anywhere else. She writes letters and articles; takes part in parades; appears in person (a police officer, who is an excellent actor and has splendid voice control, making up as Aunty J. Walker) for talks to school children and other groups; and shortly after her creation here, she appeared in printed form in many other cities in the United States.

Aunty J. Walker is a "hit".

And Aunty J. Walker is carrying her full share of the work of the Bureau—particularly that part of the work which requires the greatest tact, coupled with direct, emphatic commands.

A study of her warnings will show the true importance of the part she plays. Read these warnings or commands first as they appear. Then read them without a visualization of the character and without the statement "Aunty J. Walker says". You will see the great difference in your own reaction to the same message when advanced on Aunty J. Walker's authority and when advanced on the authority of the Police Department only.

THE CLASSIFICATION OF POPULATION

With the cause of accidents determined, and the various types of accidents so segregated as to permit of specific attack; with the conviction well established that accidents can be prevented only by mass education; with the various means of approaching the public through car cards, billboards, newspapers, lectures, public meetings, parades, etc., settled, the next problem was that of reaching the millions of New York City with these lessons in safety. A group of more than six millions of persons is, at best, an unwieldy mass. The same reasons that demanded a classification of types of accidents, now demanded a classification of the population itself, in order that matter issued by the Bureau might reach that part of the mass most concerned in the particular type of accident under fire.

Consequently, for purposes of providing direct angles of attack, the population of New York City was divided into four classifications. These are motorists; pedestrians; parents; children. In dealing with these four classes, in four separate campaigns, we find that much more good can be accomplished. We can talk to the motorist about the things of greatest interest to him in his capacity of motorist. We can point out to him his duty to the other three classes which go to make up the mass. We can appeal to him to give his best efforts in co-operating with the Bureau in its fight for the safety of all concerned. We can tell him **how** to do his bit in the general safety work—and we can “sell” him on both the humanitarianism and the necessity for his active co-operation with the Bureau. The same interlocking system of appeal is used in reaching each of the other three groups.

CHAPTER III

THE MOTORIST

There is no doubt that of those persons falling under the classification of motorists, there are many who deserve the censure which the class as a whole suffers because of street accidents. But, in proportion, it is most unlikely that motorists as a class take as many chances or break as many safety rules as do pedestrians. The fact that one type of carelessness, Jay-Walking, once accounted for nearly half of all street accidents is pointed evidence of the truth of this statement. Comparatively few motorists today wilfully violate safety rules, but this can hardly be said of pedestrians.

Yet, most street accidents are "automobile accidents", since automobiles play distinct parts in them. Therefore, it is none the less necessary to concentrate on the motorist class, and give the class as a whole the full course of safety education—for the motorist has a double responsibility—that of his own safety, and that of the safety of all others using the streets.

In dealing with the motorist class, two courses of action are mandatory. The first is cared for by the traffic officer and the motorcycle policeman whose duty it is to see that wilful violators of traffic regulations are brought to task. The second is the educational campaign which has as its object the instruction of the

motorist in the ways of safety; in an appreciation of his dual obligation; in securing his active co-operation in the work of the Bureau.

Because of the great number of street accidents resulting from defective mechanism, chiefly in brakes, the Bureau created a Brake Inspection Squad. This squad is made up of one police lieutenant and eight patrolmen, all expert mechanics. Theirs is a roving commission. Working in pairs, they haunt the streets at all hours, stopping motor driven vehicles and making practical tests of the mechanism of cars by mounting to the driver's seat and driving the car for a short distance.



Brake Inspection Squad at Work

Some idea of the magnitude of their work and the good derived therefrom can be gained from the following excerpt from the report of the Bureau for the year 1924:

"The Brake Inspection Squad inspected 131,436 motor vehicles on the streets in 1924. Of this number 21,894 vehicles were reinspected to show that a defective brake found on the first inspection had been corrected, and 11,354 were reinspected to show that defective steering gear had been corrected. Where both brakes on an inspected car were found defective, the driver was summoned to court, and 2,082 convictions were obtained for defective brakes; 189 convictions for defective steering gear; and 1,370 convictions for other violations observed by this squad. Fines aggregating \$20,400.00 were collected in court."

REPORT FORMS

Form P. S. 1, reproduced on the page following, is the Patrolman's Daily Report carried by members of the Brake Inspection Squad. On it is entered the results of all inspections made by members of the Brake Inspection Squad. It is the basis of Form P. S. 2, the Brake Inspection Weekly Report, also reproduced, on which a mass of very definite information is compiled. Again, note the precise nature of the information obtainable from this report. Nothing is left to conjecture.

One other report form, though pertaining to all classifications of population rather than to the motorist alone, is submitted here. This form, the Daily Report of Safety Officer, (P. S. 3) is executed each day by the lieutenants of the Bureau. It shows the activities of the reporting officer and also provides much information of a definite nature and decided value in checking up the work done.

PATROLMAN'S DAILY REPORT		POLICE DEPARTMENT CITY OF NEW YORK BUREAU OF PUBLIC SAFETY				DATE		
VEHICLES	INSPECTED	DEFECTIVE BRAKES		DEFECTIVE STEER- ING MECHANISM		OTHER VIOLATIONS		
		SUM	REIN	SUM	REIN		S	W
Commercial								
Pleasure								
Taxicab								
Omnibus								
Sightseers								
Motorcycle								
Motorcycle Side-cars								
TOTAL								

P. S. 1 (PATROLMAN) (SHIELD NO.)

Patrolman's Daily Report. (Reduced from 6x4 inches.)

[illegible]

Brake Inspection Weekly Report. (Reduced from 8½x11 inches.)

DAILY REPORT OF SAFETY OFFICER	DATE	POLICE DEPARTMENT CITY OF NEW YORK	INSPECTION DISTRICT	PRECINCT VISITED
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To SPECIAL DEPUTY COMMISSIONER,
Bureau of Public Safety:

Number of Aided and Accident cards examined _____ Number of cards on which additional data was requested _____

Number of patrolmen interrogated regarding safety matters _____ State cases of traffic violations or careless driving observed _____

What action did you take _____

State schools visited and approximate number of pupils you talked to _____

Meetings of drivers or chauffeurs and number talked to _____

Other meetings you talked to, name of organization and number in attendance _____

How many pedestrians (adults or children) did you verbally give warning to against the following unsafe practices:

Crossing streets not at crossings _____ Stealing rides on trucks, buses or other vehicles _____

Crossing streets diagonally at crossings _____ Hitching on vehicles while on roller skates or bicycles _____

Other unsafe practices (describe them) _____

Did you observe any defective or unsafe condition in streets, if so describe it, giving location, and state action taken:

State any other safety work you performed _____

What recommendations or suggestions for safety have you to make _____

I assume responsibility for the accuracy of this report.

LIEUTENANT

B. 3

Daily Report of Safety Officer. (Reduced from 8½x11 inches.)

Motorists may well be divided into two sub-classifications—the owner-driver, and the professional chauffeur. This latter sub-division includes taxicab operators and truck drivers.

The first of these is, of course, reached in the general publicity secured through the use of car cards, newspapers, theatre programs, magazine articles, etc., but the most direct angle of attack to which the owner-driver is subjected is that of the garage poster campaign. These posters, 12½x21 inches, appear monthly.

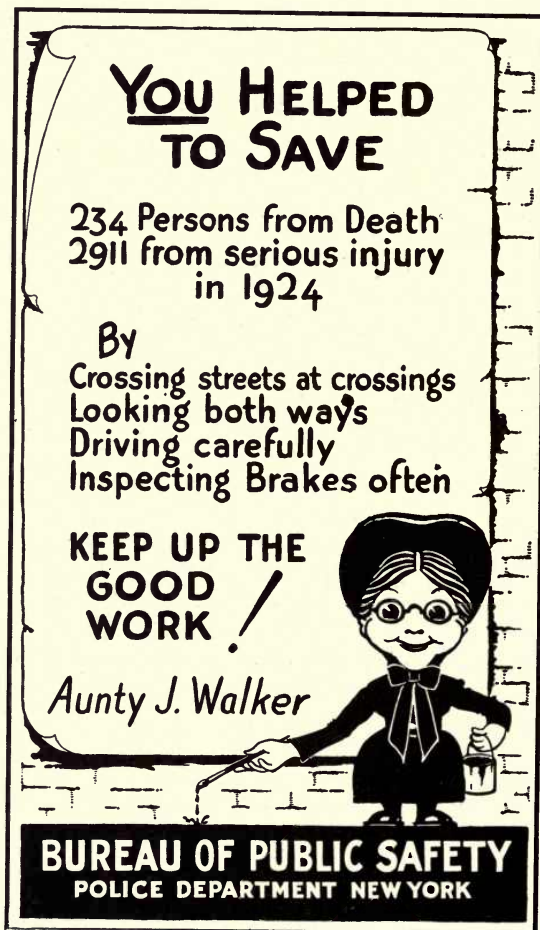
At first they were displayed only in garages of Greater New York and a monthly printing of 5,000 sufficed. As this campaign developed, poster distribution increased, the posters finding their way into merchants windows; on fences; telephone poles; railroad crossing shanties; police booths and elsewhere. The average monthly printing of the garage poster is now 20,000. At times, and for special purposes, such as the announcement of Public Safety Day, 30,000 or more are printed.

Much may be gained from a study of the use of Aunt J. Walker and her choice of language in this medium, for the garage poster campaign is one of the Bureau's most effective means of contact.

Here, too, definite information is conveyed in attacking specific types of carelessness. There is no "waste" verbiage—no ambiguity. Aunt J. Walker aims at a particular objective and goes after it.

This campaign affords exceptional opportunity for establishing the good-will so vital to success. When some particularly good record is attained, Aunt J. Walker comes out in praise of those whose carefulness caused it. For instance, in the poster printed after the

comparison of the records of 1923 and 1924, Aunty J. Walker says: "**You** helped to save 234 persons from death—2,911 from serious injury in 1924!" It is just an effective way of saying, "Thank you"—of giving credit where credit is due. But, note that she tells **how** this was done, and in the telling, she is really driving home those safety warnings which apply most directly to her audience.



(Reduced from 12½x21 inches)

THE POLICE WANT YOU!

FOR A "JOB" FOR WHICH YOU
ALONE ARE RESPONSIBLE

WHY?

YOU DRIVE A MOTOR VEHICLE

We, the Police are going to "get" you.
"Get" you—to cut a "whale" of a slice out of daily accidents.
"Get" you—to protect yourself and your family.
"Get" you—to protect the other fellow and his family.
"Get" you—to active in the work of saving the lives of Children.
"Get" you—to do YOUR part in making New York City SAFE!

HOW?


You are human—probably got kids of your own.
You work hard—and you, like the rest of us, want to protect your job.
You have often been unjustly blamed for accidents.
You don't want accidents any more than anybody else does.
You want a square deal. You deserve it.
Watch for our placards.
Read 'em. Think 'em over.
Get in the game.
And if you have any helpful suggestions, tell your boss, or write direct to

BUREAU OF PUBLIC SAFETY

—POLICE DEPARTMENT, NEW YORK—

The First of the Garage Posters

*Text matter only, but text matter with a punch.
This and the following poster served to prepare
the field for Auntie J. Walker*



**SAVE
the
CHILDREN** !

453 Children killed ~
10,600 injured in New York City
last year by Motor Vehicles ~
Children are thoughtless, carefree,
not accountable — They *must* have
your constant protection ~

DO YOUR SHARE!

By driving carefully ~
By keeping children off your car ~
By personally inspecting brakes *daily*
By making this your motto:-
*"A Child in the Road
is a Danger Signal ~ Go Slow!"*

BUREAU OF PUBLIC SAFETY
POLICE DEPARTMENT, NEW YORK

The Second Garage Poster

*Intense dramatic value coupled with a heart appeal
—a human interest—that makes the reader think*



"Sept 8th

Aunty J. Walker says~

School Opens

Protect the Children

WATCH!

DRIVE CAREFULLY!

BUREAU OF PUBLIC SAFETY
Police Department ~ New York

Prior to the opening of schools motorists are put on their guard by posters emphasizing the opening date



Auntie J. Walker says:

"AT 3 O'CLOCK!"

A Million Children
leave their schools
for home!

"WATCH OUT!"

BUREAU OF PUBLIC SAFETY
POLICE DEPT. NEW YORK

*A reminder of the fact that 3 o'clock brings the
Danger Hour and, consequently, the observance
of "Safety Hour"*

**PUBLIC
SAFETY
DAY**

May 17



*Aunty J. Walker
says -*

**"Be sure to see the
SAFETY
PARADE"**

*Fifth Ave.
1 o'Clock*

BUREAU OF PUBLIC SAFETY
Police Department - New York

*The Garage Poster campaign was used effectively
to advertise the coming of Safety Day and the
Safety Parade*

VACATION
is **HERE!**



Auntie J. Walker says—

**"Thousands more
children throng
the streets —
WATCH!
DRIVE CAREFULLY!"**

BUREAU of PUBLIC SAFETY
Police Department ~ New York

*Warning the Motorist of the increased hazards
during the vacation period when children are not
confined to schools during the day*

Aunty J. Walker says:

"SIGN

**THE AUTO DRIVER'S
SAFETY PLEDGE!**

*It's Your Duty
to help Save
Human life!*

**BUREAU OF
PUBLIC SAFETY~**
Police Department
NEW YORK



Aunty J. Walker

*No "ifs", "ands" or "buts"—A direct command
to sign the pledge, but one with no officiousness
because of Aunty J. Walker and her smile*



*New Year's Day is the day of Resolutions
A timely poster of the "reminder" type which
brings back to mind the pledge signed by auto-
mobile drivers*

The professional chauffeur may seem a bit more difficult to reach. As a matter of fact, he can be more readily reached than the owner-driver. Accidents mean money lost to business enterprises employing chauffeurs. Therefore, appeals to employers will result in their causing drivers to gather at specified times for talks by safety experts. This is the chief function of the lieutenants of the Bureau. They arrange for such gatherings and then address the men assembled. In such addresses, interest is secured by attacking the problem from the standpoint of the chauffeur himself. He is shown that in case of accident he and those dear to him suffer. Often he loses his job as the result of a careless bit of driving. Still more often he is subject to fine which he himself must pay. It is pointed out to him that driving is his business, his means of livelihood—and that no employer wants a careless driver, while on the other hand, every employer is willing to pay good wages to a driver he knows will not involve him in a costly suit for damages.



A Lieutenant Addressing Professional Drivers

And then he is told just **how** to drive carefully—just **how** to avoid those things which lead to accidents.

Occasionally, the Bureau plans a "Safe Drivers' Rally." One of the largest of these was held at a Broadway theatre last year. Theatrical stars gladly donated their services. City officials, judges, and police officials were invited to make brief addresses. Employers were furnished with tickets for distribution among drivers, and a good time was assured. So great was the attendance that loud-speakers had to be installed to care for the crowd on the street outside the theatre—the "overflow" of professional drivers who had been unable to get seats!

Encouraged by the success attending these methods of appeal to motor car drivers, and particularly by the success of the Safety Pledge, which will be discussed in the chapter devoted to Children, the Bureau launched the Auto Driver's Safety Pledge campaign. The pledge is reproduced here. In the course of this drive more than 400,000 signatures to the Auto Driver's Safety Pledge were secured! After signing, the upper part of the pledge was pasted on the windshield of the driver's car or truck, where for months after signing, it served as a constant reminder—before his eyes every day.

This pledge was signed in November, 1924. In October, the month preceding the drive for signatures, 110 persons were killed by motor driven vehicles in the streets of Greater New York. In November, while the drive was on, only 88 were killed. In December, the month following, deaths were reduced to a total of 64. Therefore, this pledge may be credited with the saving of 22 lives in November and 46 lives in December, a total of 68 lives saved in two months' time.

I hereby promise that I will obey all traffic regulations, watch out for children and pedestrians, and DRIVE SAFELY at all times, to the end that the appalling sacrifice of Life, caused by Carelessness, may be stopped, and the streets of New York City made SAFE.

Name _____

Address _____



The driver of this Car
has signed a pledge to:

OBEY ALL TRAFFIC REGULATIONS
WATCH OUT FOR PEDESTRIANS AND
CHILDREN

AND TO

DRIVE SAFELY AT ALL TIMES

BUREAU OF PUBLIC SAFETY

NEW YORK POLICE DEPT.

R. E. Enright
Police Commissioner

Barron Collier
Special Deputy
Police Commissioner

*The Auto Driver's Safety Pledge
(Reduced from 4¼x9¾ inches)*

Such drives as this can not be conducted every month. They must be viewed as "high-lights" in the campaign for safety education.

A word of warning here. Do not try to duplicate this pledge before thoroughly preparing the motorist through publicity of every available sort. "You can drive a horse to water, but you can't make him drink"—until you have created a decided thirst. A pledge is a serious matter in the minds of men. The signing of a pledge is a deliberate act and one which can not be forced. First develop the "thirst", then present the "water" with a *request* that the card be signed, telling the driver that, by so doing, he is actively co-operating in the work of saving human lives. Point out to him that the card on his car identifies him as a careful driver.

"Hard boiled" tactics, on the part of the policemen working to secure signatures, will prove fatal to any such move.

Another unit in the campaign of educating motorists, and one in decided contrast to the Auto Driver's Safety Pledge in the method of handling, is the card of warning issued to more than 400,000 drivers of motor vehicles soon after a similar card directed to pedestrians had made its appearance. Reproduction of this card follows. It is as stern as it could be made. Even the little character, Auntie J. Walker, is omitted. The card is just what it appears to be—a warning. It is even more powerful because it is specific.

Copies of this card were distributed by uniformed policemen to all motorists indiscriminately on the streets of Greater New York.

THE POLICE WARN YOU!

To avoid blocking the way for the pedestrian when stopping for cross traffic;

To avoid starting before pedestrians who are crossing in front of you can get clear;

To refrain from turning corners quickly, carelessly, or driving too fast.

Pedestrians are urged to use only REGULAR CROSSINGS and to look both ways, but motorists must help protect them.

LAST YEAR MOTORS KILLED 1045 PERSONS
IN NEW YORK CITY! WE MUST STOP THIS.

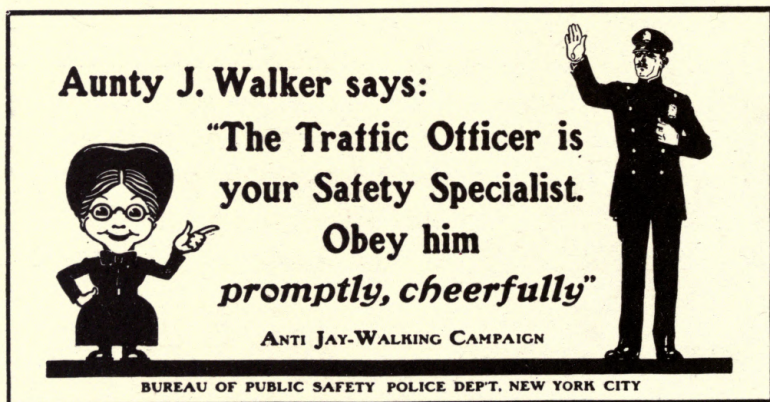
BUREAU OF PUBLIC SAFETY, POLICE DEPARTMENT
CITY OF NEW YORK

Motorist's Warning Card. (Reduced from 5x3 inches.)

CHAPTER IV

THE PEDESTRIAN

All persons of each of the classifications of population are, for the greater part of the time they spend on the streets, pedestrians. Therefore, this class receives the greatest amount of attention, for it, more than any other, represents the mass itself. Toward it is directed the burden of the Bureau's effort in safety education. Here it is that the newspapers, street car cards and window posters (samples of which are reprinted here) and theatre programs prove of such great assistance.



*Auntie J. Walker uses street car cards in a strong bid for good-will toward the traffic officer. Notice the use of the personal pronoun.
(Reduced from 21x11 inches.)*

PUBLIC SAFETY DAY MAY 18th



Auntie J. Walker says:

"ONE HALF street accidents are caused by *carelessness* in crossing streets, Stop JAY WALKING"

BUREAU OF PUBLIC SAFETY, NEW YORK CITY

Think-Talk-Act SAFETY

A double-duty street car card, announcing Public Safety Day and opening the Bureau's drive on Jay-Walking, and directed to the pedestrian.



Auntie J. Walker says:

"Auto Drivers! Be 'specially alert between corners. Half the Street Accidents occur in the middle of the block"

ANTI JAY-WALKING CAMPAIGN

BUREAU OF PUBLIC SAFETY, POLICE DEPT. N.Y.


The street car card appeal to the motorist soliciting his co-operation in the fight against pedestrians' carelessness in crossing streets.



Auntie J. Walker says:
"Don't play in the street!"
 Many children are
 killed or hurt this
 way. Stay on the
 sidewalk and be safe"

ANTI JAY-WALKING CAMPAIGN
 BUREAU OF PUBLIC SAFETY, POLICE DEPT., N. Y.

Warning children against playing in the streets. This card is of special interest to parents. It appeared in the street car card campaign.



Auntie J. Walker says:
"This is PUBLIC SAFETY DAY.
Half the Street Accidents in New
York are caused by carelessness
in crossing Streets—Jay
Walking. Cross streets only at
Crossings. Go straight across,
not diagonally. Look both ways."

Be alert!

BUREAU OF PUBLIC SAFETY

Another street car card fighting Jay-Walking—a "follow-up" of the first Safety Day announcement. Note its definite safety instruction as to the proper method of crossing streets.

This is Auntie J. Walker



who explains—

**“Jay Walking is
crossing a street
any place except
at the corners.
It’s Dangerous.
I’m against it!”**

Window Poster Number 1. (Reduced from 17½x13½ inches.)

Auntie J. Walker says:—



**“The Traffic Officer is
your Safety Specialist.
Let’s obey him
promptly, cheerfully.”**



Window Poster Number 2.

Aunty J. Walker says:



**"Auto Drivers!
Be 'specially
alert between
corners.**

**Half the Street
Accidents oc-
cur in the middle
of the block."**

Window Poster Number 3.

Aunty J. Walker says:



**"Let's not play in the
streets! Statistics show
sidewalks are 38 times
safer than the
streets. Stay
on the side-
walk and be
safe."**

Window Poster Number 4.



Auntie J. Walker says:

**"ONE HALF
street accidents
are caused by
carelessness in
crossing streets."**

Let's Stop JAY WALKING!

Window Poster Number 5.

It is particularly important that the proper understanding exist between safety workers and the editors of the great dailies. Feature stories, news stories, editorial support and comment are *vital* to safety education. And there is no editor today, worthy the name, who does not consider his position and his work a public trust. There can be no politics in such a work as that of saving human life. Consequently, even anti-administration newspapers will be found ready and willing to throw behind such work all the power and the prestige they command.

Equally interested co-operation can be secured from civic bodies, clubs, women's organizations, parent-teachers associations, merchants and many other public and semi-public groups. Convince these of the need for safety education and they, as leaders in civic life, will gladly respond.

The Bureau of Public Safety has taken full advantage of all these possible outlets for information and mass education.

Many magazine articles have been published from time to time, care being taken in each instance to prepare the article in a manner suited to the particular publication in which it was to appear. For instance, the necessity for such a bureau in city administration formed the basis for a story of the Bureau of Public Safety in *National Municipal Review*, a magazine which really amounts to a clearing house for discussion of matters pertaining to city administration. Articles appearing in *The Country Editor* were based on the important part editors play in public education. A story appearing in *American Mutual Magazine*, published by American Mutual Liability Insurance Company, dealt largely with the securing of two and one-half million signatures "on the dotted line" of the Bureau's Safety Pledge, signed and circulated by the school children of Greater New York.

The example set by the "Four Minute Men" who worked so effectively in putting the Liberty Loan Campaigns across, served as a pattern for a series of four minute talks delivered by men of the uniformed police force under the direction of the Bureau in more than 500 motion picture theatres in Greater New York during Safety Week.

These talks were prepared and the speakers rehearsed in their delivery for days before they were made. They were short, to the point, and couched in the plainest of language. Through them, vast audiences were told of the work of the Bureau; of the necessity for full, individual co-operation on the part of each listener; of the

ways in which the listener could co-operate. It is estimated that more than 3,000,000 persons heard these talks during Safety Week.

Current news weeklies give able assistance to the Bureau, displaying many feet of film showing parades and various safety events of general public interest. The International News Reel, in co-operation with the Bureau, took many pictures of accident lessons, staged on the streets especially for this purpose, and ran these scenes in a weekly series for several consecutive weeks in theatres throughout the country.

Publishers of theatre programs donated one entire page in programs of practically all legitimate theatres in Greater New York.

This full page advertisement has been carried for



Full page display in Theatre Programs.

nearly a year, and the space is still being donated and used. The advertisement is reproduced here. Note its application to its readers. Note also the definite information it conveys. Here we again use the direct command, and again Aunt J. Walker prevents any possible feeling of resentment.

Boy Scouts and Girl Scouts prove of material assistance in spreading the gospel of safety. It was with the assistance of these organizations, that the "Ten Commandments for Safety" were distributed as a "hand-out" on the streets. Together with those printed and distributed at New York's Silver Jubilee, more than a million copies were put in circulation. The card containing the "Ten Commandments for Safety" appeared under the title, "Save Human Life". It is published again here. The first five commandments are directed to pedestrians; the last five to automobile drivers.

POLICE DEPARTMENT

CITY OF NEW YORK

**SAVE
HUMAN
LIFE**

Issued by
BUREAU OF PUBLIC SAFETY
 Police Department, City of New York
BARRON COLLIER
 Special Deputy Commissioner

RICHARD E. ENRIGHT

POLICE COMMISSIONER

Parents are primarily responsible for the safety of their children. Daily instructions as to street dangers and how to avoid them is a serious duty parents owe. Where possible the playing of games should be confined to sidewalks, parks or streets set aside for play purposes. Encourage children to keep out of roadway, especially on streets where there is considerable traffic moving. Teach them to look both ways before crossing streets.

Managers of concerns employing chauffeurs and drivers are urged to do continuous safety educational work and stimulate a spirit of cooperation among such employees. The Bureau of Public Safety will furnish information as to how to organize safety activities among operators of vehicles whenever such information is requested.

Uniformed Police Lieutenants will give safety talks at meetings of motor vehicle drivers and others when requested.

For information communicate with the Bureau of Public Safety, Marcus Dow, Executive Secretary, Police Headquarters, 240 Centre Street, New York City.

**BUREAU OF PRINTING
POLICE DEPARTMENT
NEW YORK CITY**

(Reduced from 6x8 inches.)

THE TEN COMMANDMENTS FOR SAFETY

PEDESTRIANS!

1. **NEVER** cross streets at other than regular crossings. This is "jay-walking." This reckless practice causes one-half of our street accidents.
2. **DON'T** cross the street directly behind a street car. There may be another on the opposite track, or an automobile you cannot see.
3. **BEFORE** stepping from the curb see that vehicular traffic is at a **STANDSTILL**. "Threading" traffic is inviting injury or death.
4. **AVOID** cutting diagonally from corner to corner at street intersections. **TWO** lines of traffic to watch **DOUBLES** your risk of injury.
5. **ALWAYS** look **BOTH** ways when crossing streets. The sidewalk is safe, but death lurks in the road way.

AUTOMOBILE DRIVERS!

1. **LOOK OUT** for children! Though playing on the sidewalk they may suddenly run into the street. Many are injured yearly in this manner.
2. **GIVE THE PEDESTRIAN** a chance. Even if he is careless, you will deeply regret any injury he may suffer. Most auto accidents occur when driving fast—better delay than death.
3. **ACCIDENTS** are always "unexpected,"—therefore drive carefully at **all** times, using chains in slippery weather.
4. **KEEP YOUR BRAKES** in good order. Your life and the lives of many others depends on your ability to stop **INSTANTLY**. You can't do it with neglected brakes.
5. **STUDY** Traffic Rules. Obey them. Ignorance is no excuse. They are written for **YOU**, and may be had at any Police Station.

In the year 1922 there were nearly one thousand **FATAL** vehicular accidents in New York City. Many thousands more were injured.

Risk of death is 38 times as great on the roadway as the sidewalk.
BE ALERT—WHEN YOU THINK SAFETY—YOU ARE SAFE

(Inside double spread "Save Human Life.")

The card itself presents an excellent example of the Bureau's method of concentrated attack on specific accident types through three of the four angles of approach.

The "Ten Commandments for Safety" (with a few minor changes) appeared again in motion picture programs, a full page being donated for the purpose. The same layout and original plate is used throughout, but the advertisement is so arranged that a new commandment may be inserted each week without costly engraving work. So great was the interest created by these, that one great metropolitan daily requested a series of ten special articles, based on the "Ten Commandments" to appear as a special weekly feature. This series was prepared and published following the Bureau's established method of attacking specific careless practices in

Obey the Ten Commandments-



**for
YOUR
Safety!**

Auntie J. Walker says:

"The First Commandment is~
CROSS STREETS ONLY!
AT REGULAR CROSSINGS!

A policeman is there to protect you"

BUREAU OF PUBLIC SAFETY
 POLICE DEPARTMENT - CITY OF NEW YORK
Richard E. Enright **Barron Collier**
Police Commissioner *Special Deputy Police Commissioner*

Full page display of "The Ten Commandments" in motion picture theatre programs. The Commandment itself changes weekly, remainder of advertisement is standard.

each of the "Ten Commandments," care being taken to tell just how the specific dangers could be avoided.

The Bureau is constantly watching for opportunities to carry on its educational work. Many such opportunities can be developed in connection with conventions of various sorts and celebrations which partake of the nature of fairs.

In New York City, the greatest of these was New York's Silver Jubilee, in celebration of the consolidation of the five cities (boroughs) which make up Greater New York. Heroic posters were shown in the back of the Bureau's booth. Printed matter of various sorts

was distributed to the thousands attracted. Auntie J. Walker presided in person, and the Bureau's display was a point of special interest to the children of the public schools.

The radio is also used in the Bureau's plan for general publicity. On several occasions radio talks of twenty-five or thirty minutes' duration have been broadcast.

Dry, statistical reports, intermingled with safety warnings are to be carefully avoided. People buy radios for entertainment as well as instruction, and they can easily "tune out" any station broadcasting something in which they are not interested. Therefore, the talk on safety over the radio must be carefully prepared. It must be interesting. It must have narrative value. Interest must not be allowed to sag.

A good example of such a talk follows. It is entitled, "A Bundle of Sticks."

"A BUNDLE OF STICKS"

"I wish that every family in New York City had a Radio set—just as you have. And I wish that every child in every family could "tune in" with us in our fight for safety in the streets—just as I know you are doing. For, as you know, Safety is a matter which concerns every man, woman, and child among us. And it concerns us individually, personally, directly, rather than as a mass of human beings in a great city.

"The fact that the radio is in *your* home and that it reaches every member of *your* family is the thought I have in mind when I say that I wish all the others in our city had radio sets, too. Then we could talk directly to each of them, just as I am talking to you, to tell you

about safety work; to ask your help in making the streets safe; to interest you PERSONALLY in the most vital of all subjects—the protection of your own life; your own health; your own happiness.

“No matter what our ages may be, we are all children. We all like to play. The open air and the sunshine are God’s gifts to each of us, and we want to take fullest advantage of them. That means that we want to get out of the house—beyond the four walls of any enclosure. We want to run, and play; we want to breathe; to work; to live in the most pleasant, the most natural manner possible.

“This is our privilege and we are justly jealous of anything which makes it hard to do—or inadvisable—or Dangerous.

“It is to make these things safe that the Bureau of Public Safety is constantly working.

“It is a mighty big task when you stop to think of the millions of people who must be reached; the 315,000 automobiles which must be watched; the many, many ways in which accidents happen. It is so big that it seems impossible.

“But it isn’t impossible. It really isn’t so hard as it seems.

“And I’ll tell you why:

“Once upon a time there was a boy who went into the woods to gather a bundle of sticks for fuel. Carefully he selected those which he knew would burn best, and, tying his bundle together with a stout cord, he returned to his father’s house.

“His father, seeing the boy come in with the bundle, said: ‘Son, they are good sticks, but they are too long for our fire-place. Break them in half and bring them back.’

"The boy picked up his bundle and went into the yard. First he placed the bundle across his knee and tried to break it. He found that his strength was not equal to the task. Then he placed one end of the bundle on a big stone and tried jumping on it. Still the bundle remained unbroken. Discouraged, he returned to his father and said: 'Father, this bundle is stronger than I am, I can not break these sticks as you told me to do.'

"And he began to cry.

"'Here, here,' his father said. 'You CAN break them in half. Let me show you.' He took the bundle, untied the cord, and taking each stick separately between his hands, he broke it. Soon they were all broken and placed in a neat pile beside the open fire-place.

"That's exactly what we must do in order to have Safety in the streets of New York City. And that's exactly how we must do it!

"Each of the many types of accidents on our streets, is a stick in our bundle. There are many of them and taken all together, the breaking of the bundle is a task too big for any man or any organization. Experience has shown that it can not be done. Taking the bundle apart: that is, separating the types of accidents and handling each type in its turn, will soon bring about the accomplishment of our purpose.

"For instance, there's Jay-Walking. You all know that Jay-Walking is simply carelessness in crossing the street. It's a foolish thing to do, and it is the biggest stick in our bundle; for Jay-Walking alone is the cause of one-half of all street accidents.

"But this stick can be broken—broken as easily as any stick in the whole bundle. Here are three rules. They are very simple—very easy to follow. If they are fol-

lowed, we will break this biggest stick of all and at one crack cut our street accidents in half.

First: Cross streets ONLY at crossings.

Second: Go STRAIGHT across—not diagonally.

Third: Look first to the left; then to the right as you cross.

“By looking first to the left as you reach the curbing, you will see all the traffic on the side nearest you. By looking to the right when you reach the middle of the street, you will see all the traffic going in the opposite direction.

“That’s simple enough, isn’t it?

“After Jay-Walking, our next biggest stick is that of boys and girls running suddenly from the sidewalk into the street without taking the time or trouble to see what vehicles are coming or what danger lies in wait for them.

“They are playing some game or sky-larking in some manner and they forget to be careful. Each month, reports come in to the Bureau showing a large number of children killed or badly hurt because of this practice. And yet this stick, which takes such a dreadful toll of little lives, can be broken as easily as you would break the stem of a match between your fingers.

“We want you children to break it, and we want you to break it right now—for each day’s delay means more children killed—more children injured.

“The way to break this stick is to STOP running into the street. If you must go into the street between crossings, for a ball, or a cap which some playmate has carelessly flung out, go to the curb and stop. **Wait** until you are sure the way is clear and then go ahead.

“Don’t run—walk!

"You'll get what you are after—and you'll get it Safely.

"There are many other sticks in our bundle. I am not going to mention them all because it would take up too much time. But there is one which I do want to tell you about because it is a stick which has grown and grown since I was your age and used to play as you play. That stick is the habit of hitching on behind any vehicle.

"I remember, when I was a little boy, before the days of the automobile—we used to have wagons in summer and sleds in winter. And it was great sport in those days to tie our ropes on the back of some dray or wagon or buggy and away we would go for miles and miles, having a *big* time. But you must remember that that was in the days when automobiles were unknown, and the roadways were not congested as they are today.

"This is lots of fun, I know, but it is too dangerous in this day and time for any one to attempt. Why, I have seen boys and girls hitch to an automobile—and the first thing you knew they were sailing over the road at a great rate of speed. But there is always a big chance of another car cutting in behind. Or a street car crossing too closely back of the automobile. Or maybe the sudden stopping of the car which you have hitched to—and the result is too often a serious accident.

"It's too costly to be real fun—costly in children's lives and in suffering in hospitals—and so I want to ask each of you to help the Bureau break this stick by stopping the practice yourself and by asking your playmates to stop it.

"Some of our other sticks are playing in the streets; skating in the streets; coasting, without a sentry placed

at cross streets to warn of oncoming cars. These are just a few. They are *all* dangerous. Each month they take a fearful toll of lives in this city. I want you all to remember that each one is a stick in our big bundle—and I want each of you to help break these sticks in turn.

“The City of New York is a glorious city. We are fortunate to live here. It has miles and miles of broad sidewalks. It has acres and acres of beautiful parks. It has many, many wonderfully equipped playgrounds and all are kept in finest condition, with everything possible provided for Safe play.

“They are yours.

“*Use* them.

“Play on the sidewalks. Play in the parks. Play in the playgrounds, *not* in the streets, and you will be doing the best thing you can possibly do to help us save human life.

“Before I close, I want to tell you about a surprise party which the Bureau is going to have and to which you are especially invited. Our Mayor has set aside Saturday, May 17, as Public Safety Day—OUR day. And just to show you what the Bureau of Public Safety is doing and how you can help, we are going to have a big parade on Fifth Avenue. It will start at one o’clock, and it is going to be an entirely different parade from any you have ever seen.

“There will be a great number of beautiful floats—each telling a Safety story.

“There will be funny floats, too. And all through the parade there will be animals and clowns and more than thirty bands—with soldiers and sailors and Boy Scouts

and everything that goes to make a Safety Parade what it should be.

"I want to issue a personal invitation to each of you to see it. And it would be a good idea, too, if you bring your mothers and fathers along.

"The whole parade is for the purpose of showing the people of New York how we are working to break our bundle of sticks—and to urge them to do their part in this great work. I thank you."

Mention has been made of the co-operation to be had from fraternal organizations, clubs, etc. The experience of the Bureau in its appeal to four thousand such organizations in Greater New York is ample evidence of interest of such bodies in public safety education. A letter, explaining the object of the Bureau, was mailed to the organizations referred to, pointing out to them the fact that their members represented the thinking element of the city's population—the leaders in business and social life—and asking them to take active interest in the Bureau's work, both individually and collectively. The letter follows:

The Bureau of Public Safety of the Police Department is just at this moment inaugurating its most important drive; a highly specialized effort to promote carefulness on the part of both pedestrians and motor vehicle drivers, and we want your help. We are prompted by the sympathy which we know you will feel toward a well directed, intelligent effort to end useless sacrifice of human lives.

Last year more than a thousand funerals were our contributions to the Spirit of Carelessness.

Your members belong to the thinking class and are the guiding spirit of our population;

the outstanding figures in our social and civic life. We must look to you as the principals who set the pace and who think for the unthinking mass which constitutes the larger part of our seven million population.

A scientific and practical analysis of our problem demonstrated the fact that an enormous saving of life from accidental death on our streets could be accomplished, and I am glad to report to you that our efforts so far this year show that we have saved the lives of approximately forty persons. This is an actual reduction of accidental deaths up to this period this year, as compared with the same period last year,—but we have 60,000 more automobiles than last year and approximately 100,000 more people. So you see we are making gratifying headway.

All of our effort is aimed at educating our people, to teach them that when they *think* "Safety" they *are* safe.

The accidental deaths occur because of mental unpreparedness; because carelessness follows the lack of proper safety education and is the largest contributing factor to accidents.

We are placing the responsibility for accidents equally upon the pedestrian and the driver. Each must respect the rights of the other. Help us make war on reckless driving and speeding. Help us prevent the deaths, not only of adults, but of innocent little children. Help us save them from themselves by showing them that it is 38 times as safe on the sidewalk as on the street; that the street is not a safe place in which to play; that stealing rides on vehicles is as much a theft as stealing anything else. Then, too, the child gambles with its life and often the heart of a careful driver is in his mouth when he sees a child hanging on

a vehicle. *Parents* must teach the child that this is extremely dangerous.

We must inculcate in the minds of adults the enduring thought that they must *think* Safety; that Jay-walking is unfair to vehicular traffic and unjust to themselves and to their families. What would they think should a large truck run upon the sidewalk? They would say the driver was crazy, because the sidewalk belongs to the pedestrian. By the same token, does not the street exclusively belong to vehicles except at the crossing provided for the pedestrian?

The pedestrian must remember that there are two lines of traffic at every crossing, and he must look both to the left and to the right.

Parents must be made to realize that the future safety of our population really lies in the hands of our children who are the next generation. The most efficient result in our campaign will come from the parent's careful instruction to the children, inculcating in their young minds careful thoughts that will protect them from danger throughout their lives.

We ask your help in impressing upon the driver a realization of his responsibility. He must remember that every pedestrian does not own an automobile, is not familiar with its operation and does not know that the emergency brake suddenly applied on a wet pavement means skidding, with the car going in almost any direction. Lastly, he must always remember that his brakes are his insurance against accident and they must always be in perfect and efficient working condition.

May I ask that this letter be read at the next meeting of your members. It is further suggested that after the reading of this appeal the enclosed resolution be adopted by a rising vote. This action will serve to make a lasting

impression and will coordinate with the effort described in this letter to focus all of our minds upon this serious subject.

Addressed envelope is enclosed and we hope we may be advised of the favorable action taken on the blank provided.

Faithfully yours,

BARRON COLLIER,

Special Deputy Police Commissioner.

Whereas, Carelessness on the part of either drivers of motor vehicles or persons on foot contributes to the appalling number of accidental deaths and serious injuries occurring in the streets of the City of New York more than any other cause, and

Whereas, the Bureau of Public Safety of the New York Police Department is bending every effort to reduce the number of such accidents by means of an educational campaign,

Be It Therefore Resolved, that we, the members of (read name of organization) pledge ourselves individually and collectively to assist the Bureau of Public Safety by observing practices of caution and carefulness, thus protecting ourselves and setting the example of correct practice before the people.

BUREAU OF PUBLIC SAFETY,
NEW YORK POLICE DEPARTMENT.

The above resolution was adopted by _____ at its meeting

(NAME OF ORGANIZATION)

held on _____ 1924, there being _____ members present.

SIGNED _____

TITLE OF OFFICER _____

The Club Pledge. (Reduced from 8x7 inches.)

More than three thousand organizations brought this letter up for discussion at regular meetings, adopted resolutions approving the work of the Bureau, and pledged themselves to assume their shares in the task by the observance of safety rules, and by calling the work of the Bureau to the attention of others.

It is this spirit of co-operation, of active interest on the parts of those who may be classed as the representative business men of a community, which adds decided impetus to a Safety movement. Every effort should be made to secure such interest and create such a spirit as this, for each member returns to his own business and social circles and there, in what may be nothing greater than casual conversation, spreads the doctrine of Safety.

Backing up all this co-operation, the Bureau has placed permanent safety signs at ferries and bridges; has established a better pedestrian control at street crossings; and has kept marking squads busy stenciling sidewalks at street intersections, warning pedestrians against unsafe practices in crossing the streets.

A particularly interesting effort to warn pedestrians against these practices was developed by the use of the Bureau's "Do You Know You Are Guilty?" card, reproduction of which follows. This card preceded the appearance of the card of warning already described, issued to motorists.

About 600,000 of the "Do You Know You Are Guilty?" cards were provided for distribution by the police of New York City in an absolutely novel manner. Uniformed policemen, watching carefully for even slight infractions of safety rules by pedestrians, approached the individual guilty of these infractions and without a word politely handed him a copy of this card. Such an action contained all the elements of surprise, for the guilty pedestrian was naturally expecting a somewhat gruff verbal warning. Smiling, the policeman politely retired, leaving the Jay-walker alone to read

his especially delivered warning amid the knowing smiles and laughter of the crowd which had soon collected to watch the fun.

DO YOU KNOW YOU ARE GUILTY

OF JAYWALKING—when you cross streets carelessly!

JAYWALKERS, who cross in the middle of the block; who fail to look, or who are otherwise careless, endanger only themselves.

CROSS ONLY AT CROSSINGS—If Traffic Officer is there wait for his signal.

***ALWAYS LOOK LEFT—LOOK RIGHT!
CROSS STREETS CAREFULLY.***

***BUREAU OF PUBLIC SAFETY, POLICE
DEPARTMENT, CITY OF NEW YORK***

(Reduced from 5x3 inches.)

The lasting effectiveness of such a card as this is open to question. It is a novelty—and as such it serves its purpose. Of far greater importance and effect is the work of the Street Marking Squad of the Bureau. Daily this squad tours the thoroughfares of the five boroughs, stencilling warnings and instructions on sidewalks and streets.

Double white lines are painted at many street intersections from curb to curb marking the safe route for pedestrians to follow.

On sidewalks at these street intersections, appear large white arrows directing the pedestrian to the safe area between the two white lines and with these arrows appear the text, "Cross Carefully."

In some places where pedestrians are known to have formed the habit of crossing in the middle of the block, the warning "Do Not Cross Here. Go to the Corner" has been painted.

Great white bands are painted at the point where motor traffic is required to halt in order to permit pedestrians to cross safely. And in large letters beside these bands appear the warning "STOP HERE." Beneath this, "Bureau of Public Safety, Police Department, New York."

It is the work of this squad to keep these markings freshly painted and properly placed, and though there is little of glamor about it, the work is carried steadily on.

As shown in the Bureau's report for the year 1924, 223 street intersections were marked with safety lines. "Cross Carefully", "Do Not Cross Here" and "Cross at



The Work of the Street Marking Squad. One-half of the street is marked and allowed to dry, traffic being diverted during that period. Then the remaining corners are cared for.

the Crossing" were stencilled at more than eight thousand places, and it is particularly interesting to note that a large part of these markings appear in the vicinity of the public and parochial schools. So great is the protection afforded that the Bureau finds itself swamped with requests from principals for the marking of all streets in the neighborhood of their particular schools.

CHAPTER V

PARENTS

"Safety, like charity, begins at home." When parents realize the full significance of this—the full importance of teaching the principles of safety to their children, just as they teach good deportment, much of the safety problem will have been solved.

So it is that every effort should be made to get into the home and convince parents of this obligation to their children.

The Bureau is constantly working toward that end; constantly watching for opportunities to get inside the home with its safety messages.

This is being done in several ways. The City Federation of Women's Clubs, an organization representing 500,000 women, appointed a Special Safety Committee to co-operate with the Bureau in its work and to aid in carrying on its educational propaganda for Safety throughout the clubs represented. This committee, and the great number of women it represents, are doing much to place Safety Education in its place of true importance in the family curriculum.

The Parent-Teachers Association has likewise accorded valuable assistance, the matter being one of especial interest to them.

The appeal to parents is couched in somewhat sterner

language than is usually the case. For instance, on the back of the card, "Save Human Life," will be found the following:

"Parents are *primarily* responsible for the safety of their children. Daily instruction as to street dangers and how to avoid them is a serious duty parents owe. Where possible, the playing of games should be confined to sidewalks, parks or streets set aside for play purposes. Encourage children to keep out of the roadway, especially on streets where there is considerable traffic moving. Teach them to look both ways before crossing streets."

Again, in the general publicity carried on by the Bureau, the parent is addressed often, and though the parent classification as such is difficult to reach, encouraging headway has been made.

In smaller communities it should be much less difficult to arrange parent rallies at school buildings or clubs and at these rallies have members of the Safety Bureau make talks on the importance of parent cooperation from the standpoints of the children, the parents themselves, and the community.

Teaching a subject is the best way to learn it. In teaching children the principles of safety, parents themselves get a full share of safety education.

CHAPTER VI

CHILDREN

Just as we emphasize the importance of parents teaching children the principles of safety, so do we stress that of the teacher and the children as tutors of the subject. In teaching others, the children are teaching themselves—are absorbing the principles of safety; are setting examples by their own carefulness.

The school is the medium through which the Bureau reaches the child, and the Board of Education of New York City is giving the Bureau one hundred per cent co-operation. In the early stages of the safety effort, "Safety Hour" was instituted. This is really a misnomer, for only a few minutes each day is devoted to safety work in the schools, but this occurs just prior to the dismissal of classes for the day. Thereby the children are caused to leave school for home with thoughts of safety and its principles fresh in their minds.

Teachers in all public and parochial schools devote the last few minutes to safety lessons and class room discussions on the subject of safety, data for which is provided by the Bureau. Lieutenants make special talks at "Safety Hour", addressing hundreds of children in assembly halls of the various schools. The pupils themselves are encouraged to organize safety competitions of various sorts; to design safety posters; write safety stories; enact safety plays, etc. Suitable recognition is

provided for the winners in such competition. In the year 1924, lieutenants from the Bureau addressed approximately 600,000 children.



Lieutenant Addressing School Children.

So great is the interest of the children in the safety effort that the Board of Education now publishes "The Safety Monthly", a periodical devoted to safety work. This publication presents safety suggestions from all angles. It prints safety plays, competitive safety drawings, essays, letters, etc. "The Safety Monthly" provides excellent opportunity for Aunt J. Walker to train the child mind in safety lessons. To accomplish this, Aunt J. Walker writes a letter each month, directly addressing the children and conveying her messages to them.

The first series of letters appearing in The Safety Monthly, was written by "The Cop on the Corner", the idea being to create a solid friendship between the representative of the law and the children with whom he

came in daily contact as he guided them safely across streets. These letters were in the form of narratives. They told of certain little friends of the policeman who had been injured, and told how other children should conduct themselves in order to avoid a similar misfortune. They served their purpose. They established the relationship desired—and then they were supplanted by letters from Aunt J. Walker, who, instead of telling of past events, told of future events, and instructed children how to protect themselves against the types of accidents which might be expected. For instance, with the first heavy snowfall, Aunt J. Walker wrote a letter to the children praising them for the wonderful safety work they were doing and then telling them that now that winter was here and the snows were on the ground, one of the finest of all sports—sledding—was to be enjoyed. Then she told *how* sledding could be made a perfectly safe sport, encouraging it, but pointing out definitely the manner of avoiding dangers.

This letter is an excellent example of one way in which accidents can be anticipated, and anticipation of accidents makes possible the prevention of accidents. It is one way of locking the stable *before* the horse is stolen.

The letter follows:

“My Dear Children:

“Every city in the United States—and indeed many foreign cities—are praising you children for doing such excellent safety work in this great, crowded metropolis!

“I tell you, I’m proud of you and the work you have done. And so are the city officials and the members of the police department.

"Saving the life or health of a child is one of the finest things anyone can accomplish."

"And you have done just that. Not one child, but many, many children owe their happiness and good health to the work you are doing and the safety thoughts you are constantly thinking."

"But, there's a great deal still to be done. Children are still being killed and injured on our streets, and we must keep working until this sad condition is ended once and for all."

"All during vacation I have been trying to think out some new scheme, and I've hit on an idea which I think will be more than helpful."

"It's this—instead of telling you so much about boys and girls who have been hurt or killed, because of carelessness—I am going to write you about these accidents and what causes them before they have occurred. You know, there's an old saying: 'Forewarned is forearmed.' Let's use that in our safety work. It will mean more lives saved."

"For instance, just a few days ago we had our first snow of the winter. It was beautiful, and as I watched the great white flakes falling, I was happy to think of the thousands of children who would have so much fun coasting on their sleds all through the winter."

"Coasting is one of our finest sports, and every child should have a sled and be able to enjoy it. But, coasting is a mighty dangerous business, and will cause the deaths of many children *unless care is taken to make it safe.*"

"Here's how to do it!"

"Get the bunch together and go to a hill where traffic is light. Then get some of the older boys to stand at the corner where streets

cross your slide, and watch for traffic. Have them signal you when the way is clear. It's vitally important to have these boys watching for traffic.

Lovingly,

AUNTY J. WALKER."

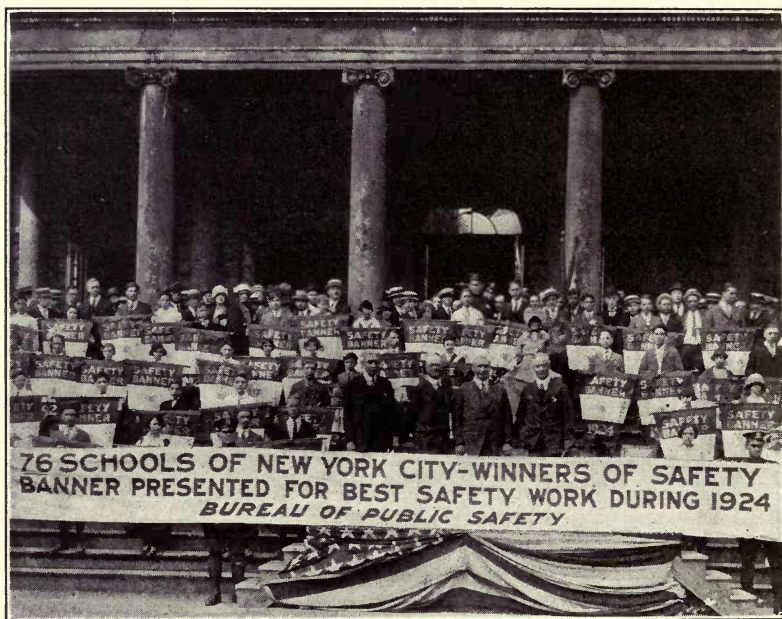
The coming of vacation time and the necessity for especial care during the period when the children are at liberty all day, formed the subject of another such letter. In this latter communication, the advisability of using playgrounds and public parks is emphasized.

Competitions in safety work between pupils, classes, schools and school districts can be easily arranged. Such competitions have been conducted by the Bureau, Certificates of Award and silk banners being presented to schools most active in each district.

<h1 style="margin: 0;">· CERTIFICATE · OF · AWARD ·</h1> <div style="display: flex; justify-content: center; align-items: center; gap: 20px;"> · POLICE  DEPARTMENT </div> <h2 style="margin: 0;">· BVREAV · OF · PVBLIC · SAFETY ·</h2> <p style="margin: 0;">· NEW YORK ·</p>	
<p>THIS · CERTIFIES · THAT ·</p> <p>OF · THE · CITY · OF · GREATER · NEW · YORK</p> <p>· BEEN · AWARDED · THE · 1924 · SAFETY</p> <p>BANNER · FOR · PRE-EMINENCE · IN · THE — —</p> <p>SAFETY · WORK · OF · ITS · DISTRICT ·</p>	
<div style="display: flex; justify-content: space-between;"> · WITNESS · OUR · HANDS · AND · SEAL · </div> <div style="display: flex; justify-content: space-between;"> · THIS DAY · OF 1924 </div>	
<small>· POLICE COMMISSIONER ·</small>	<small>· SPECIAL DEPUTY POLICE COMMISSIONER ·</small>

(Reduced from 16x13 inches.)

The certificates are framed and displayed in the offices of the principals. The silk banners are displayed in study halls where they are constantly before the eyes of pupils, constantly impressing thoughts of safety on their minds.



The Award of the Banners.

Quite a ceremony marked the award of the Safety Banners. The Mayor, the Police Commissioner, the Special Deputy Police Commissioner in charge of the Bureau of Public Safety, his Executive Secretary, members of the Board of Education, and Auntie J. Walker in person attended. The presentation was held at City Hall before thousands of enthusiastic school children. Bands, banners, school, city and national flags provided a colorful setting.



Some of the many children attending the ceremony.

The child provides the best means of entering the home with safety instruction, for children talk of school events and really enjoy relating "news" to parents. These school events are matters of chief moment to the child mind—especially when the subject is novel, such as an address by a police lieutenant or Aunt J. Walker. It was through the children that the Bureau successfully introduced the Safety Pledge into practically every home in New York City represented in the school enrollment. The Safety Pledge, reproduction of which is shown here, is couched in formal language, the idea being to surround it with an atmosphere of solemnity.

The teacher presented the pledge to the children, explaining the necessity for careful study of it, and requested that it be carried home to be signed by the pupil and his parent or guardian. This was done and the pledge returned to the teacher who "certified" the

signature, after which the promise itself was detached at the dotted line and mailed by the teacher to the Bureau. The upper part of the Pledge was returned to the pupil who again took it home, and in many cases framed it and gave it a prominent place on the wall.

A check-up showed that the Safety Pledge had secured *two and a half million signatures!*

The pledge was signed in January, 1924. Note its effect:

	Persons	
	Killed	Injured
In December, 1923, reports showed	100	2,756
In January, 1924, reports showed	85	2,269
In February, 1924, reports showed	51	1,622

A total of 49 lives saved and 1,134 injuries avoided in *two months' time!*

On the reverse side of the pledge, under the caption, "Safety Precautions", appear *definite, specific* admonitions—and these admonitions are addressed to the *specific* classifications of the population.

The Safety Pledge hit the nail on the head, and in addition to the startling decrease in deaths and injuries which it accomplished, it created in the homes of New York City a full understanding by the people of their Bureau and its work. Thus it secured that spirit of co-operation—of mutual service—of friendship which is slowly but surely accomplishing the education of the mass as a whole.

The startling success of the Safety Pledge created a great demand for detailed information throughout the nation. This, naturally, presented the Bureau with further opportunity for constructive publicity. These



· BVREAV · OF · PVBLIC · SAFETY ·
· NEW · YORK ·

CERTIFIED TO BY

TEACHER

*This is to certify that
jointly with Parent or Guardian has signed the
Safety Pledge for the protection of Human Life.*

R. E. Hargrave
· POLICE · COMMISSIONER ·

Baron Cellier
· SPECIAL · DEPUTY · POLICE · COMMISSIONER ·

We hereby solemnly pledge that we will *at all times*, to the best of our ability, studiously cultivate, carefully observe, and actively practice ALL SAFETY PRECAUTIONS to the end that the appalling sacrifice of human life and unnecessary suffering caused by carelessness may be stopped—and the streets of New York City made safe

· PUPIL ·

· PARENT · OR · GUARDIAN ·

· ADDRESS ·

(Face of Safety Pledge.) (Reduced from 7½x6½ inches.)

SAFETY PRECAUTIONS

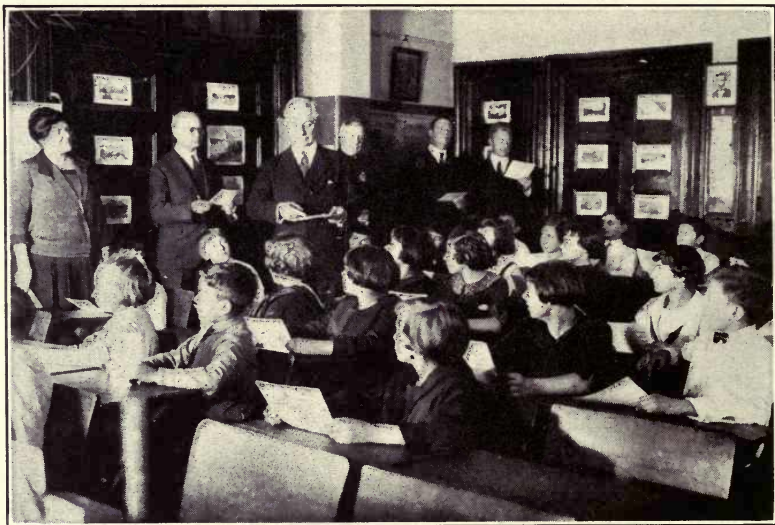
CHILDREN—be alert *every second* in crossing streets. Remember to cross **ONLY** at regular crossings. Look **BOTH** ways. **WAIT!** Watch out for automobiles. Play only in **SAFE** places—on the sidewalks, in special Play Streets, or in regular Play Grounds.

PARENTS—You are primarily responsible for the safety of your children. Remember that Safety, like Charity, begins at Home! Train your children to be careful at all times. Warn them that danger lurks in the roadway. Teach them that it is always **FOOLISH**, often **FATAL** to take chances.

PEDESTRIANS—Stop Jay-Walking! This, alone, causes one-half the street accidents in New York. Cross only at crossings. Go straight across—**NOT** diagonally. Don't take chances. Be **CAREFUL**—and you will be **SAFE**.

MOTORISTS—Drive carefully at **ALL** times. Keep your brakes in good order, so that you can stop **INSTANTLY**. Watch out for children. Remember the automobile is a pleasure or a business car, but in careless hands it is a **DEADLY WEAPON!**

(Reverse—Upper Section.)



Special Deputy Police Commissioner Collier "selling" the Safety Pledge to the school children.

opportunities were welcomed, for they furnished more points of contact for putting over the Safety Educational Campaign.

On many occasions, excellent safety service has been rendered the Bureau by the Boy Scouts of America and the Girl Scouts, Incorporated. These two organizations have taken active part in all parades; in the distribution of safety literature; in organizing groups of other children for school and neighborhood safety work. Safety service has been made a branch of Scout education and merit badges are awarded for pre-eminence in this branch of Scout training just as they are awarded for wood-craft, first aid, and a score of other accomplishments.

Children are **great** safety workers. Get their interest and they are glad to co-operate. Their co-operation is vital to success in safety education.

CHAPTER VII

BUSINESS MEN'S CO-OPERATION

Street accidents mean thousands of dollars lost yearly to business enterprise. Thus it is that business men have a double interest to serve in aiding the work of safety education. Hence, they will be found eager to co-operate in every possible way, needing only the suggestion of effective methods for co-operation. One of the initial steps of the Bureau was a conference of managers of various business enterprises at police headquarters. Here the conditions were fully discussed, emphasis being placed on the fact that accidents cost money, and time, and trouble—all of which should be unnecessary, and all of which are detrimental to business progress. As a result of this conference, managers organized their transport units for safety instruction, and at regular intervals members of the Bureau staff conduct safety discussions with drivers.

Manufacturing plants of all kinds were asked to blow factory whistles from 2.59 until 3.00 P. M. each day for two weeks or more to properly usher in "Safety Hour". This request was enthusiastically complied with and resulted in a mighty "Safety Chorus" of whistles, bells, and automobile horns at the appointed time each day. Generous newspaper publicity prior to the introduction of "Safety Hour" prepared the public for its

reception. To make the demonstration even more effective, all street traffic was halted for one minute. More than 3,000 factories participated in this demonstration.



Will YOU Blow Your Whistle? To Save a Child's Life?

Join the "Safety Chorus" at Safety Hour 3P.M.
every school day—Your Safety Reminder will
help protect thousands of Children as
they leave school!

Special Deputy Commissioner
BUREAU OF PUBLIC SAFETY
Police Dept., N.Y.

This card, 11x9½ inches, was used to placard mill and factory districts as a daily reminder to "open up" at Safety Hour.

Again and again business men have been reached through safety talks by Mr. Dow and his assistants on occasions of club meetings, luncheons, dinners, etc. Mr. Dow alone has addressed some 150 such meetings. Always it is found that these talks are well received and always the speaker leaves with assurances of co-operation, "now that we know how to co-operate."

Merchants are always ready to devote space in their display windows for safety matter created by the Bureau. They are equally ready to co-operate by building special safety floats to appear in the annual safety parades, as will be shown in the discussion of parades and their uses in the following chapter.

CHAPTER VIII

PARADES

One of the best methods for conveying safety messages and inviting the co-operation of the public in safety work is found to be that of annual safety parades. The Bureau of Public Safety has staged two such parades in New York, both of which have received splendid publicity and have proven wonderfully successful in explaining to the people as a whole the work of the Bureau and the importance of their active participation in safety work. These parades mark the culmination of the Bureau's yearly safety educational effort and form excellent vehicles for visualizing, through the use of floats, the perils of the street on the one hand, and the accomplishments of the Bureau on the other.

Public Safety Day with its safety parade, is heralded for weeks before it arrives. Newspapers, posters, car cards, and other media are used extensively in advertising the coming event and urging everyone to witness it.

It has proven good, too, to hold such celebrations just before the summer vacation, for soon schools close and the children are more subject to street accidents since they are outdoors the greater part of the day instead of in classes in school rooms.

In these parades the same system is followed as that which characterizes the daily safety effort—that is, the “who”, “what”, “when”, “how”, and “why” method of teaching safe practices.

There is nothing of a general nature used in them. Every float, every banner, every unit has a definite objective, a specific task, a particular “stick” of the bundle to break.

Pictures of various units are reproduced here. Note the aptness of the float designs. Note the simplicity of the story each float conveys—and note the great part played by the children.

The Safety Day Parades in New York City have drawn enormous crowds—and have drawn them regardless of inclement weather. They are made up of about 10,000 marchers in the various units, many safety floats, thirty odd bands and many laugh-provoking features, each of which, though amusing, delivers a safety message.

Here it is that the business men of the city lend finest co-operation, for the floats in the parade are built by various commercial houses at their own expense, after drawings prepared by the Bureau, and cost an average of \$700.00.

Each float carries a shield on either side of which is printed, “Courtesy of the ——— Company”. The “courtesy” shields are uniform in size and color, thus giving each contributor a like amount of credit. The announcement of the firm name on each shield is the extent of the advertising allowed.

In organizing safety parades, bear in mind that pageantry is one of the oldest methods of telling a story or teaching a lesson. But do not forget that a story, told

in any form, must have continuity and narrative value. It must "hang together"; tell its story clearly and in unmistakable fashion; and maintain interest, for otherwise crowds will drift away soon after the parade begins.

The Bureau of Public Safety is careful to show the problems, then the methods of overcoming these problems, and finally the appeal for individual aid in safety education.

The last float in the Bureau's safety parade carries an enormous police shield upon which appears the following: "The Bureau of Public Safety is doing its part to save Human Life—Do *Yours!*"

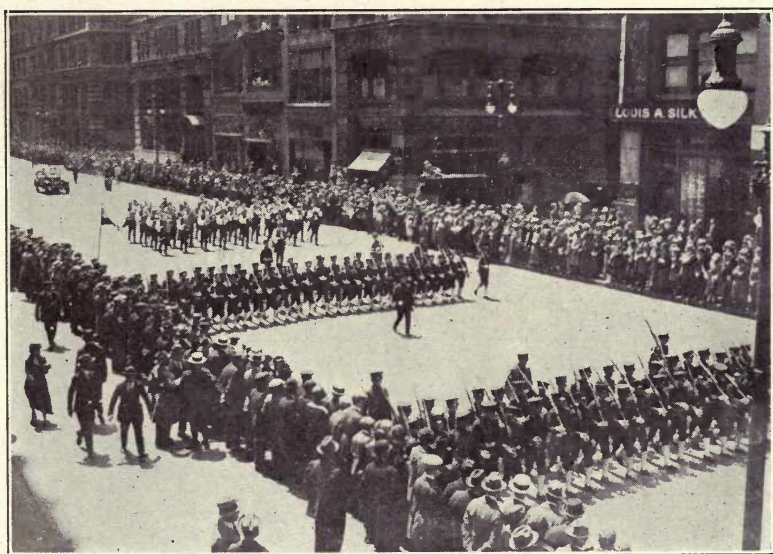
VIEWS OF THE SAFETY PARADE



Special Deputy Commissioner Collier and the Staff of the Bureau.



Boy Scout Foundation of Greater New York.



A Military Unit.



U. S. Naval Unit.



Standard Oil Company of New York.



Famous Players Lasky Corporation.



Gimbel Brothers, Incorporated.



Rova Radio Corporation.



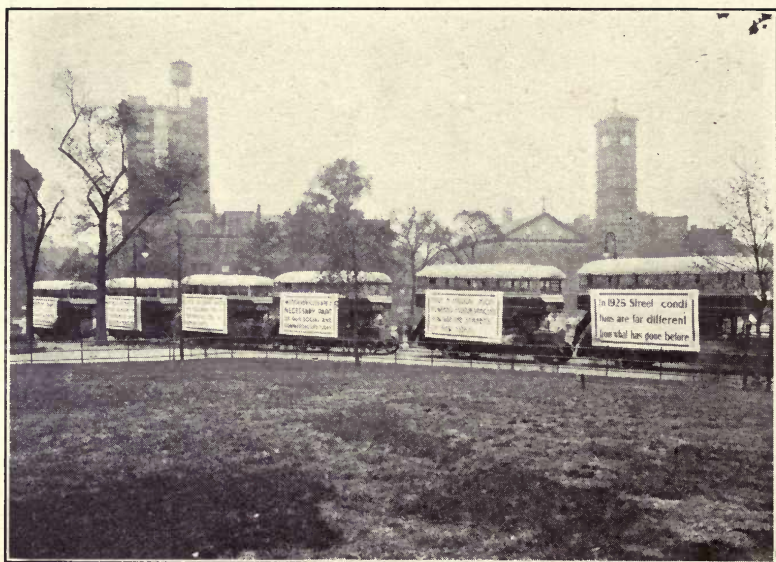
Hecker-Jones-Jewell Milling Company.



V. Vivadou, Incorporated.



Buckley-Newhall Company.



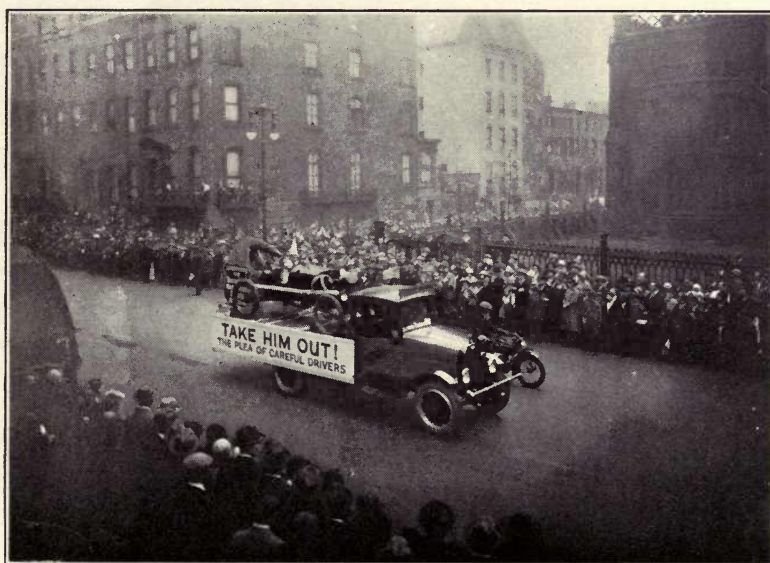
Fifth Avenue Coach Company.



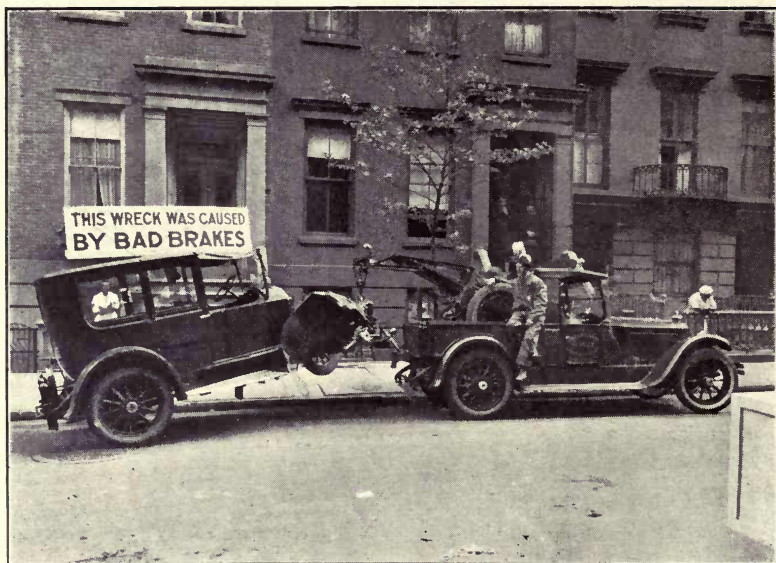
New York Central Lines.



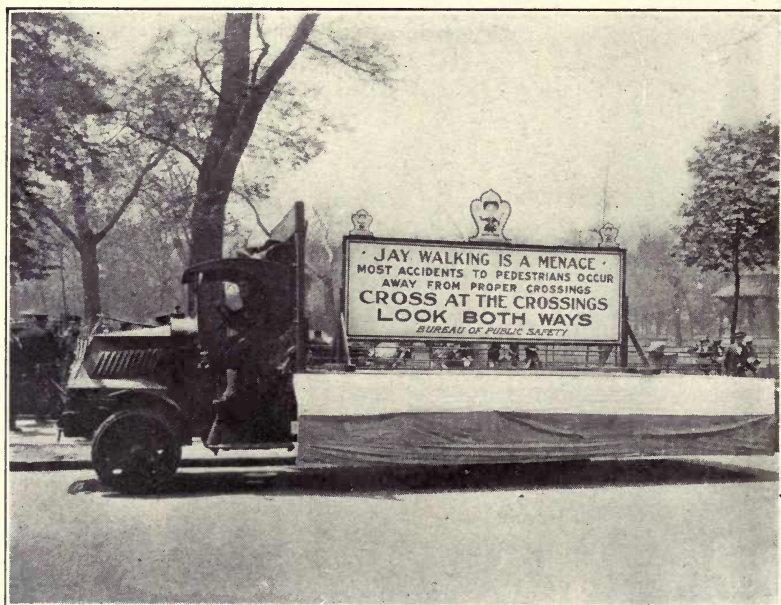
The New York Edison Company.



Queens County Motor Vehicle Dealers' Association.



Benj. F. Stephens Service.



One of the Bureau's Floats.



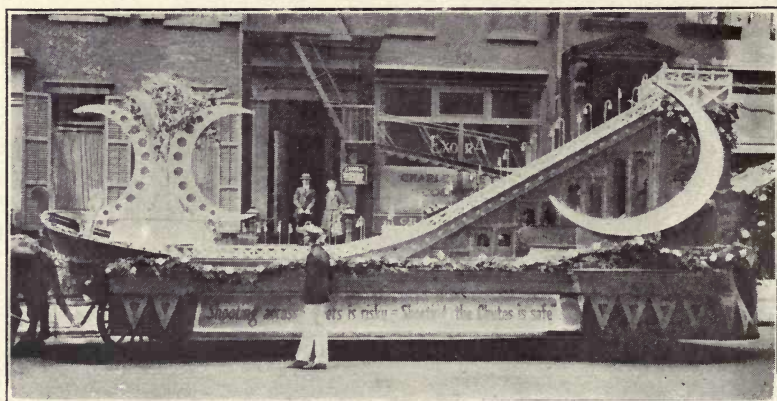
Bloomingdale Bros., Incorporated. ("Cross Streets Carefully".)



Some of the School Children.



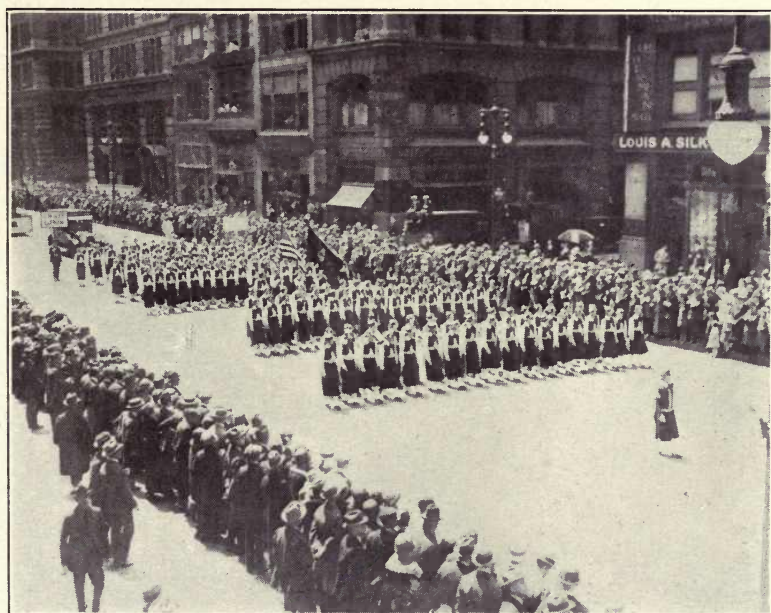
The Todd Shipbuilding Company Float. ("Motorists Navigate Carefully.")



A Float from Luna Park.



Riot Battalion, Police Department.



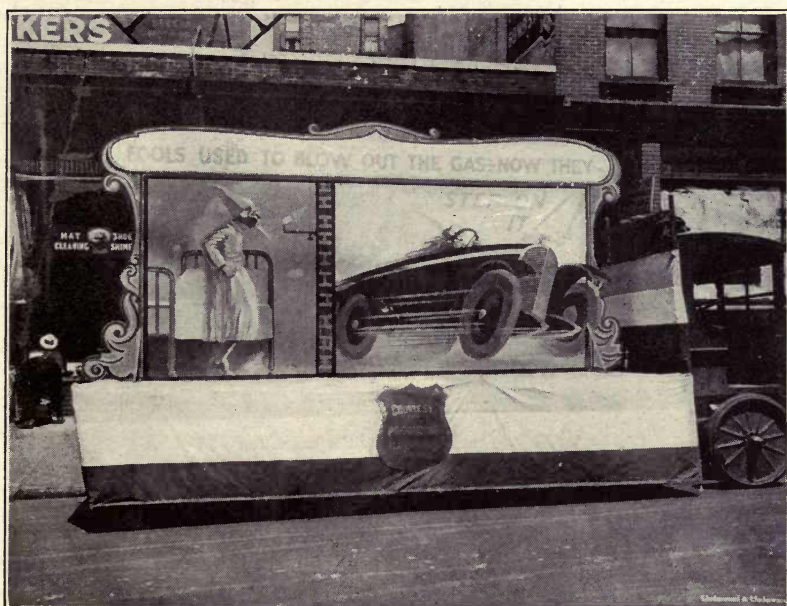
Uniformed Corps from Wanamaker's.



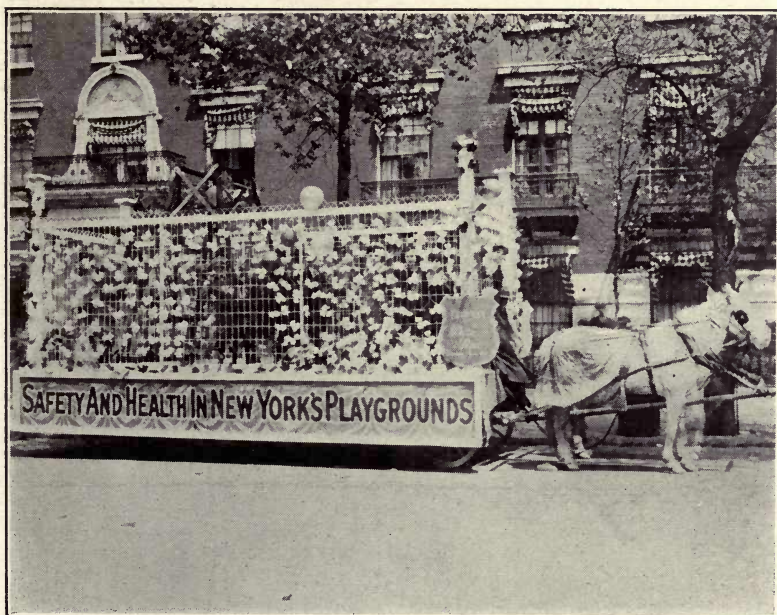
A Familiar Poster Reproduced.



A. I. Namm and Son, Brooklyn.



The Producing Managers' Association.



White Rose—Seeman Brothers.



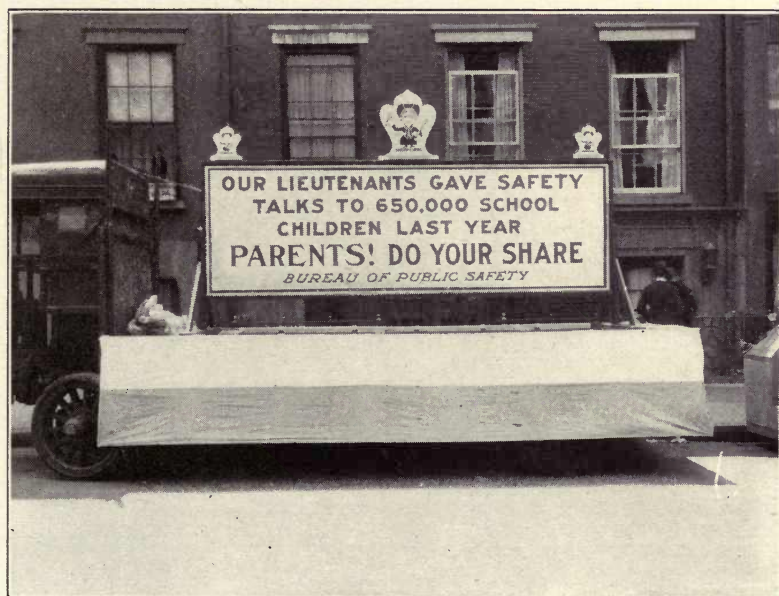
Tremley Oil Company. ("Don't Kid About Safety.")



Mogul Checker Taxi Cab. ("King Tut was Safe.")



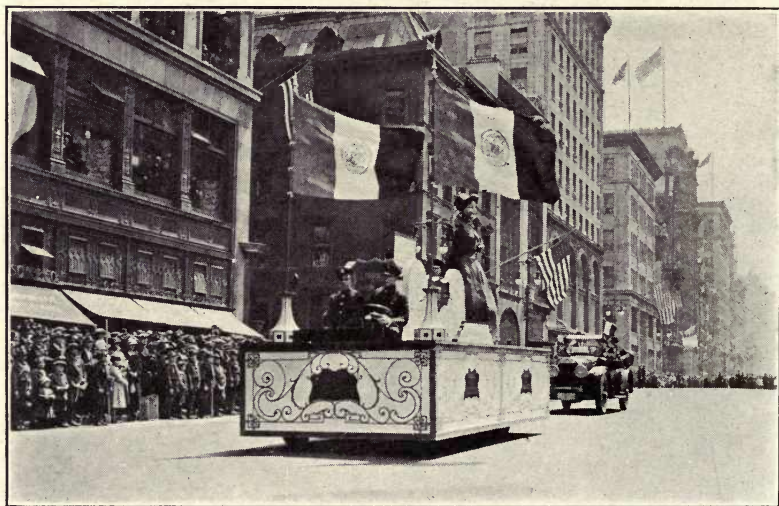
Pupils of the Catholic Schools.



One of the Bureau's Floats.



The Pennsylvania Railroad Float.



John Wanamaker, New York.



Tidewater Oil Company's Electric Torch Float.



Public School No. 29, Staten Island.



The Public School Art Department Float.



The Jay Walker.



A Float Donated by Thom McAn. ("Watch Your Step!")



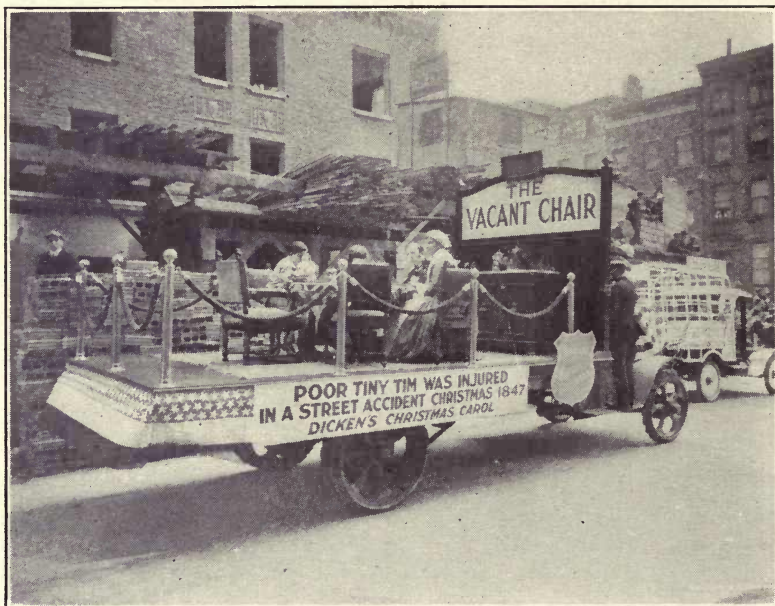
Eleto Company.



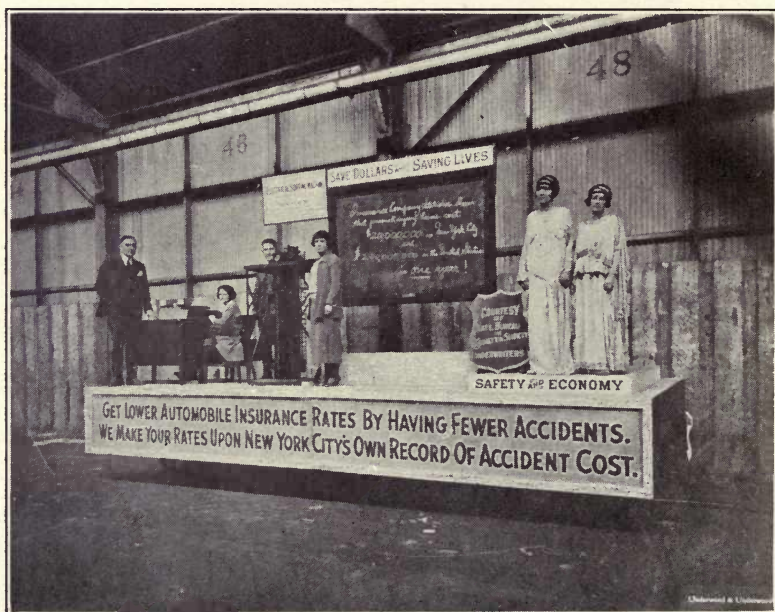
The Standard Oil Company of New York. ("King Carelessness.")



"Watch Your Step."



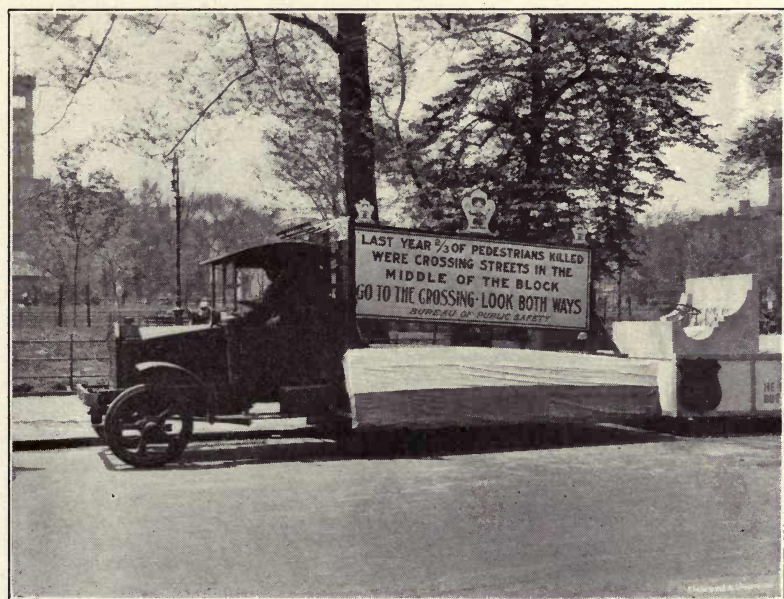
Morris Baumann.



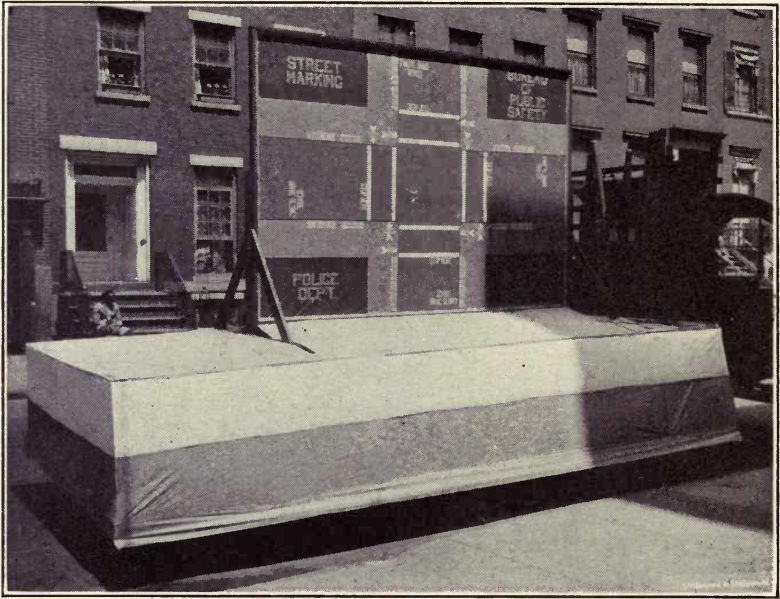
National Bureau of Casualty and Surety Underwriters.



Spear and Company, New York.



Another of the Bureau's Floats.



Bureau of Public Safety. (Street Marking.)



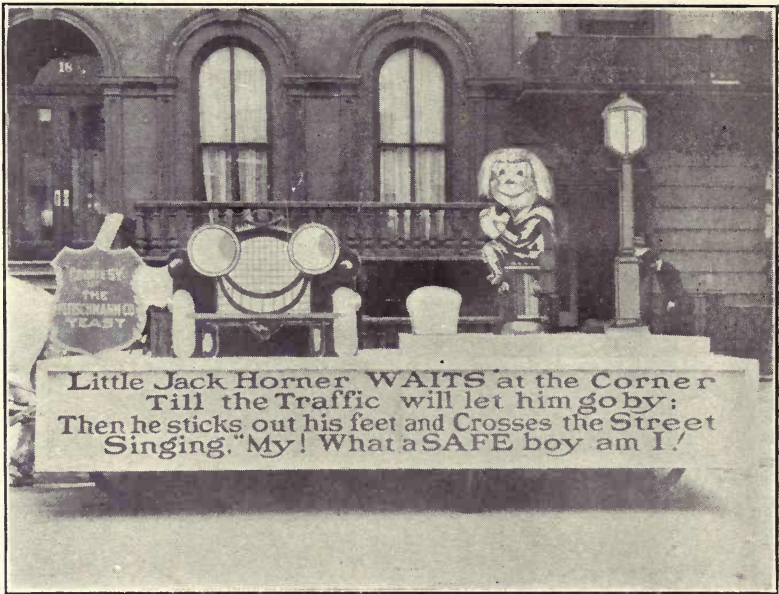
Florist Industry of Greater New York.



Telling the story of the Brake Inspection Squad.



Haywood and Wakefield.



The Fleischmann Company—(Yeast).



More School Children.



Another Bureau Float.



Safe Places to Play—the Parks.



George A. Fuller Company.



New York Edison Company.

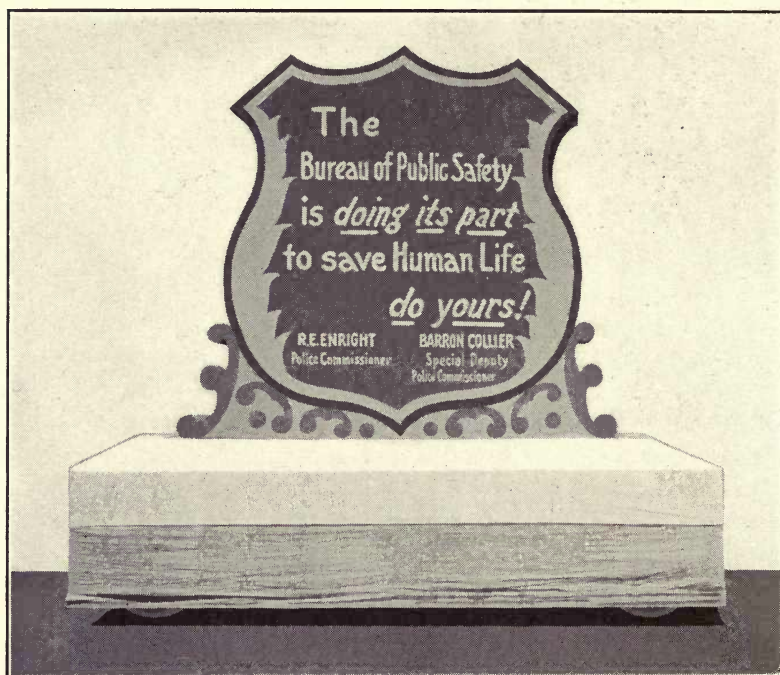


A Police Department Float.



Durland's Riding Academy.

A troop of beautiful horses preceded by a great banner reading "Fifty years ago horse sense prevented accidents—It will do the same today!"



The Final Float of the Parade.

The effect of these safety demonstrations is well reflected in the newspaper accounts carried in the great metropolitan dailies. The following, taken from "The New York Times" May 12, 1925, is a good example of newspaper co-operation:

"SAFETY DAY PARADE
WET BUT WONDERFUL

Steady Downpour Drenches Marchers
But Fails to Dampen Their Ardor.

REVIEWED BY THE MAYOR

Famous Old Broadway Squad Comes
Back to Life, Mustaches and All.

DRIVER OF OXEN MAKES HIT

Schools Close to Allow Children to Learn
Lessons in Carefulness From the Floats.

Those youngsters who thought it was safe to wear their best bib and tucker in the Safety Day Parade on Fifth Avenue yesterday were very much out of luck. There were some paper decorations and some nicely starched frocks that were lovely when they started, but were limp and bedraggled before the end of the route was reached. It was a perfectly safe parade, but nobody had counted on the rain.

Until nearly the end the parade was a huge success, for only a few drops fell from time to time, just enough to cause mothers to cast anxious looks at the sky, and

there were so many odd floats and vehicles and costumes that one wondered how those charged with evolving a parade on the prosaic subject of safety managed to get together so many interesting things. Toward the end, however, the deluge came, and while Boy Scouts and school girls were scurrying for shelter they were well drenched.

But the weather could not entirely spoil an interesting parade. When Special Deputy Police Commissioner Barron Collier led the procession past the reviewing stand at Twenty-fifth Street and Fifth Avenue, he had behind him as queer an assortment of vehicular relics as have been seen together in New York in a long time. They depicted the development of transportation and ranged from the old coaches and buses of years ago to horse cars, high bicycles, jaunting cars, tandem "bikes" and Indian pole drags, down to modern automobiles and huge, high-speed buses.

THE FLAG CARRIES SAFETY MESSAGE

Near the head of the parade was a huge float designed by the United States Flag Association, which bore the motto, 'The ideal of our flag is safety for all.' Then came a detachment of Coast Artillery and sailors from the U. S. S. Arkansas, with their bands, and several cadet corps. They were followed by the transportation relics and the Riot Battalion of the Police Department. There were hundreds of school children in line and on the sidewalks, the schools having been closed for the afternoon, so that all youngsters might see the parade, and about 3,000 Boy Scouts. All through the parade were floats, nearly fifty of them, bearing tableaux illustrating the danger of carelessness.

'The Speeder is a Sport Model Jackass' was one of them. It showed a striped zebra at one end of the float and at the other a prison cell with a reckless driver in it. One float was placarded, 'A bed at home is worth two in the hospital,' and showed two youngsters in hospital beds with a nurse sitting between. They were very

wet. The Pennsylvania Railroad had a float showing the safety devices at road crossings. It was led by a porters' band, at the head of which marched a proud Uncle Remus-looking person, who lost his band at Thirty-fourth Street when a traffic policeman blew his whistle to let crosstown traffic through.

PERILS OF AN OLD TIME 'BIKE' RIDER

Dick Collins, veteran Indian fighter, who came from Rahway, N. J., with his ox cart, made a hit with the crowd. A rider of one of the old bicycles was Joseph Derrall, former professional, who says he was the first bicycle instructor in the United States. He fell off several times.

The growth of the New York traffic police was shown by men wearing some of the uniforms of peace officers which went back to the early Colonial days. The rattle watch, the bell-man and the old-time constable were followed by men in the uniform of the first Broadway Squad, the pride of the Police Department at that time, all of them wearing mustaches.

The parade was reviewed by Mayor Hylan, whose shining top hat was well drenched. With him in the stand were Police Commissioner Enright, M. Schrober, head of the Vienna police force; Major Gen. Charles P. Summerall, his aid, Lieutenant George J. Forster, and his adjutant, Major William Bailey; Special Deputy Police Commissioners Scott and Waldo; Lawrence F. Quigley, Mayor of Quincy, Mass.; Grover Whalen, George Dougherty, R. A. C. Smith and "Big Bill" Edwards, William Funston, who recently resigned from the Police Department to become Chief of Police of Schenectady, was in one of the stands. Mrs. Hylan and Mrs. John F. Sinnott, the Mayor's daughter, arrived just as the head of the procession reached the stand."

CHAPTER IX

NEWS RELEASES AND PERIODIC REPORTS

At intervals during the year, the Bureau of Public Safety prepares news releases for the daily papers showing the progress of the safety work, and annually makes a full report of the activities and accomplishments of the Bureau to Honorable Richard E. Enright, Police Commissioner.

Often good news stories are to be had as the result of monthly, quarterly, semi-annual and yearly comparisons. Newspapers welcome such matter if it is prepared in readable style and contains human interest.

One of the semi-annual news releases prepared by the Bureau follows. It is a good example of how "dry statistics" can be made interesting.

FOR RELEASE MONDAY, JULY 14, 1924

"In the first half of last year 15.0 persons were killed per 10,000 registered vehicles in the city, while this year but 12.9 were killed. *This means that 79 human beings were saved from death by our continuous and co-operative safety effort. Likewise 1414 persons were saved from non-fatal injury despite an increase of 60,304 automobiles registered in the city.*

"The population of the city is increasing even faster than the number of automobiles and the problem of

safety in the streets becomes increasingly difficult to solve. Authority for the police to regulate pedestrians and compel them to cross streets at proper crossings coupled with more severe penalties for reckless driving are measures needed to bring about greater safety.

"The report shows that 166 persons were killed while crossing streets away from proper crossings, while only 97 were killed while crossing streets at crossings. "It is obvious," says Commissioner Collier, "this so-called 'jay-walking' is a dangerous and unnecessary practice. While only a small proportion of pedestrians cross streets in the middle of the block, yet the majority of accidents occur away from crossings. It is encouraging, however, that our efforts to educate people not to indulge in this practice is bearing fruit. During the calendar year 1923 the proportion of persons killed while jay-walking was much greater than in the first half of the present year. During the year ended December 31, 357 persons were killed while crossing streets away from crossings and 170 were killed at crossings. This proves that pedestrians as well as automobiles need to be regulated, and that under present conditions safe walking rules are necessary as well as safe driving rules."

Some of the more frequent types of fatal street accidents in the six months report are the following:

Crossing streets not at crossing-----	166
Crossing streets at crossing-----	97
Crossing streets diagonally-----	21
Boarding or alighting from vehicles in motion -----	12
Walking in roadway-----	7
Bicycle riding -----	13
Running off sidewalk suddenly-----	35
Auto jumping curb-----	11

Playing games in the roadway-----	33
Falling from vehicles -----	6
Stealing rides -----	9
Roller skating & coasting in the roadway	5
Collision of vehicles -----	40
Vehicles colliding with poles, trees, etc.--	17
Vehicles falling over embankments-----	5
Vehicles overturning -----	4
Other causes not specified-----	7
Total-----	488

The outstanding features of the work performed by the Bureau of Public Safety since January 1, include the obtaining of two and one-half million signatures of children and parents to a safety pledge in which a promise not to cross streets except at crossings was made; white lines and the warning "Cross Carefully" were stenciled at important street crossings in all boroughs of the city; posters giving safety warnings and rules have been posted each month in more than five thousand garages throughout the city; safety lectures emphasizing accident causes and remedies have been given each day in public and parochial schools by safety lieutenants; a brake inspection squad has inspected 58,302 automobiles and obtained 1,073 convictions for defective brakes; prizes were awarded to 76 public and parochial schools for effective safety effort and safety talks were made in 517 motion picture theatres to an audience of 3,000,000 people; attractive floats bearing safety messages have been taken through the principal streets of the city to educate the public, and on May 17, a gigantic safety parade, the largest and most impressive ever held in any city, was conducted on Fifth Avenue for the purpose of increasing public co-operation in the Bureau's campaign."

The following is a reproduction of the annual report made by the Special Deputy Police Commissioner in charge of the Bureau of Public Safety to the Police Commissioner. It, too, furnishes excellent data for newspaper and magazine publicity:

BUREAU OF PUBLIC SAFETY

POLICE DEPARTMENT

CITY OF NEW YORK

1924

ANNUAL REPORT

"1924 Annual Report, Bureau of Public Safety Staff:

The staff of the Bureau of Public Safety has remained the same as the previous year. Sixteen lieutenants and twenty-one patrolmen attached to the Bureau have rendered excellent service and faithfully performed the duties assigned to them, under the immediate supervision of my assistant, Marcus Dow, Executive Secretary of the Bureau.

Statistics:

Accidents in the city streets have been classified under specific types. The following are the principal types of fatal accidents occurring during the year:

Struck by Vehicles	Number of Fatal Accidents
Crossing not at a crossing -----	347
Crossing streets diagonally -----	44
Crossing at crosswalks -----	195
Running off sidewalk -----	77

Stealing rides on vehicles	26
Playing games in the roadway	75
Roller skating in the roadway	21
Bicycle riding in the roadway	29
Boarding or alighting from vehicles.....	23
Falling from vehicles	26
Working in the roadway	6
Walking in the roadway	13
Collisions of vehicles	86
Autos hitting poles, walls, etc.....	23
Autos overturning	10
Autos jumping curb	17
Autos falling over embankments.....	8
Other types	19
Total.....	1,045

A monthly statement of accidents by types and separated by school districts, has been furnished to the public and parochial schools for their aid in giving the children proper safety instructions.

Safety Lectures in the Schools:

The lieutenants attached to the Bureau gave safety lectures to 596,219 school children in the schools of the city during the year, at 937 safety meetings conducted under their auspices.

Safety Instructions to Chauffeurs:

Informal meetings of chauffeurs and drivers in garages were conducted by the lieutenants, 36,852 men attending 1,505 meetings.

Unsafe Practices Corrected:

All members of the staff of the bureau have given verbal warnings to persons observed indulging in unsafe practices on the streets. 99,407 jay-walkers were cautioned, 16,058 boys stealing rides on vehicles were

given verbal admonitions, as were 8,600 boys hitching on the back of vehicles while on bicycles or roller skates. 7,485 persons were cautioned for other safety violations.

Safety Posters:

A monthly safety poster service was inaugurated and conducted throughout the year, starting with a distribution of 5,000 posters in garages for the education of chauffeurs and drivers. Early in the year this was extended and a distribution of 20,000 posters was made in garages, store windows and other prominent places each month. Commanding officers of all precincts have aided in making this monthly distribution. Each of these safety posters has conveyed intelligent safety instruction, and has proven an effective appeal to both pedestrians and motor vehicle drivers.

Award of Safety Banners:

Last year we announced an award of an appropriate silk safety banner to the public and parochial school in each district and the high school in each borough doing the most effective safety educational work among the pupils during the year. We gave to the schools the following outline of proposed safety work to be performed:

1. The drawing of safety posters by pupils to illustrate street dangers and unsafe practices.
2. Essays to be written by pupils on the same subject.
3. The dramatizing of safety in school play-lets.
4. The singing of safety songs.
5. Speeches on public safety by pupils in class rooms or assemblies.

6. Debates on safety, as:
 - a. Resolved, Jay-walking is as dangerous as the careless operation of automobiles.
 - b. Resolved, children should not play games in the roadway.
 - c. Resolved, an ordinance should be passed in New York prohibiting persons from crossing streets except at regular crossings.
 - d. Resolved, the Bureau of Public Safety is a necessary branch of the Police Department.
 - e. Resolved, hitching on vehicles is not a proper sport.
7. The organization of a school safety committee to hold regular meetings and discuss ways and means of preventing accidents and to make reports to all classrooms with recommendations.
8. Composition and use of safety slogans.
9. Enforcing of rules as to the safe way of crossing streets, safe places to play games, etc.

Each district superintendent selected the school in his district doing the best safety work along the above lines and in June seventy-six schools were awarded the banner, the presentation taking place with appropriate exercises at the City Hall, in which the Mayor and the Police Commissioner participated.

Safety Pages in Theatre Programs:

Through co-operation given us by the Motion Picture Theatre Owners Chamber of Commerce, a full page in the theatre programs of all the moving picture theatres in the city was devoted to safety. Ten safety commandments were prepared in the form of attractive

page advertisements and run consecutively. A similar safety page was run intermittently in the programs of legitimate theatres.

Safety Stories for School Children:

A monthly safety story written to appeal to children was prepared and distributed through the proper school channels for reading to children in classes in the public and parochial schools. Each story contained a safety lesson.

Safety Pledges:

In January, a safety pledge was prepared by the Bureau and distributed through the public and parochial schools and the signatures of approximately 1,250,000 school children jointly with parent or guardian were obtained. In October, a similar pledge was prepared for automobile drivers, and in a concentrated two weeks drive signatures to this pledge were obtained from approximately 400,000 motor vehicle operators in this city. Immediate favorable results were obtained in both of these drives for signatures to safety pledges, there being very substantial reductions in death and injury cases during the month each of the two drives was on, and in the month following each drive.

Brake Inspection:

The Brake Inspection Squad, under the direct supervision of a lieutenant, is composed of eight patrolmen attached to the Bureau. During the year this squad inspected 131,436 motor vehicles on the streets. Of this number 21,894 vehicles were re-inspected to show that a defective brake found on the first inspection had been corrected, and 11,354 were re-inspected to show that defective steering gear had been corrected. Where both

brakes on an inspected car were found defective, the driver was summoned to court, 2,082 convictions were obtained for defective brakes; 189 convictions for defective steering gear; and 1,370 convictions for other violations observed by this squad. Fines aggregating \$20,400 were collected in court.

Street Marking:

A squad of seven patrolmen was assigned to marking safety warnings and stencils on the streets. White lines were stenciled across the street at street intersections adjacent to public and parochial schools for the purpose, not only of indicating to the motor vehicle drivers that care must be exercised, but also to educate school children to cross streets carefully at proper crossings. 223 street intersections were marked with safety lines during the year. Safety warnings such as "Cross Carefully", "Do Not Cross Here", and "Cross at the Crossing" were stenciled at 8,262 locations.

Four Minute Safety Talks in Theatres:

During the week of May 11, uniformed patrolmen gave four minute safety talks in approximately 500 moving picture theatres each evening during the week to a total audience of approximately 3,000,000 people. These men were carefully instructed by the Executive Secretary of the Bureau as to the proper manner of making this talk effectively. The talk was prepared for them.

Moving Pictures:

With the co-operation of the International News Reel Service, a series of moving picture scenes were prepared showing some of the important activities of the bureau, and also depicting actual accident scenes on the streets

with particular reference to children. These scenes showed the cause of such accidents, and appeared with appropriate titles containing words of caution. They were distributed in theatres throughout the city and the country at large. Several prints were procured by the Bureau and used by the lieutenants in talks to children in the schools.

"Save Human Life" Card:

A card bearing the above title, and containing important safety rules to be observed by both pedestrians and drivers, and also calling to the attention of parents and employers of chauffeurs their responsibility in giving proper safety instructions, were printed and widely distributed both during 1924 and 1923. More than a million of these cards have now been placed in the hands of the people of this city.

Radio Talks:

I have personally broadcasted several talks by radio, and my assistant, Mr. Dow, has done likewise.

Safety Speeches at Luncheons and Other Meetings:

My Executive Secretary and I have embraced every opportunity to carry the message of safety to influential citizens at luncheons and dinners, meetings of clubs, societies and other organizations during the year. Many such invitations have been received and approximately one hundred such meetings have been addressed during the year.

Safety Parade:

On May 17, the Bureau of Public Safety conducted a safety parade on Fifth Avenue. The co-operation of merchants and others was sought and procured. By

means of floats, streamers and banners every angle of public safety was effectively visualized. The parade required three hours and twenty minutes to pass the reviewing stand at Fifth Avenue and 42nd Street. It consisted of twelve thousand marchers, fifty-eight floats and thirty-one bands of music. This parade was the biggest safety demonstration ever held in any part of the world, and was witnessed by probably one of the largest crowds ever assembled to see a parade on historic Fifth Avenue.

Women's Clubs:

The 500 women's clubs of the city, through a safety committee of the City Federation of Women's Clubs, have co-operated with the bureau and we have furnished them information as to accidents for their 500,000 members.

Safety Letter to Clubs and Societies:

In November, a two-page personal letter was sent to the presidents of 4,000 clubs, societies, and associations in the city, outlining our safety problem, pointing out the logical cause of accidents, laying stress on the careless practices which contribute to accidents as revealed by our records, and appealing to the members of these organizations to co-operate in eliminating accidents. A suggested set of resolutions, pledging support to our safety campaign accompanied the letter. Approximately 3,000 of these organizations responded, stating that the letter had been read at an open meeting of their members and the resolutions adopted. The letter was published in a great many pamphlets and bulletins or other official organs of these organizations. A summary containing the main points of this appeal, was also published in the monthly bulletins of the

Catholic churches of the city in a personal letter from Cardinal Hayes. The main points of this safety appeal were also read to congregations in many of the Protestant churches.

Safety Caravan:

During the week of the Democratic convention, ten floats forming a safety caravan traversed the principal streets of the Boroughs of Manhattan, Bronx and Brooklyn each day for a period of eight days, covering a distance averaging fifty miles per day. Each of these floats, attractively decorated, contained a large signboard in a frame upon which were printed important safety instructions for pedestrians, automobile drivers, children and parents. A fire-engine bell on the leading float ringing continuously while the caravan proceeded through the streets attracted large crowds in every locality. The General Motors Company gave us excellent co-operation, loaning to the Bureau of Public Safety the chassis of ten new trucks upon which the safety signboards prepared by us were mounted. The Standard Oil Company gave us further co-operation by instructing their gasoline stations in various parts of the city to supply this safety caravan with the necessary gasoline.

Flashing Lamp:

We experimented during the last few weeks of the year with a flashing lamp containing a striking transparency of the figure death, and underneath appeared short, terse warnings to pedestrians, cautioning them as to safe practices in crossing streets. This lamp was placed at Fifth Avenue and 42nd Street, where it remained for a period of several weeks and attracted a great deal of attention. It is now located at one of the

principal street intersections of downtown Brooklyn.
Publicity:

From time to time, statements have been sent to the newspapers of the city calling attention to the principal types of accidents, and giving other information regarding the safety work carried on by the Bureau. A great deal of effective and favorable publicity has been given to the Bureau's work. This has aided materially in educating the public. Special articles written by members of my staff have appeared from time to time in Sunday supplements, magazines and similar publications, all of which have been of an educational character. One particular article, appearing in the Sunday edition of *The New York Times* (about one-half page), contained a complete description of the Bureau's work and its results, and was sent to 500 newspapers throughout the United States.

Results:

The record of the Bureau of Public Safety shows that 1,045 persons were killed by vehicles in the streets of New York City during the year 1924 as compared with 1,073 killed during the year 1923, a flat reduction of 28 fatal accidents.

The people of the City of New York should be congratulated because of this reduction instead of the great increase which would have occurred except for the wonderful amount of co-operation in our safety work throughout the city. We have 60,304 more motor vehicles registered in the City of New York in 1924 than in 1923. These additional 60,304 automobiles if placed end to end allowing thirty feet to a car, would make a parade 346 miles long.

There were 33.8 persons killed per 10,000 motor

vehicles in 1923, while only 27.6 were killed in 1924, a reduction of 6.2 fatalities per 10,000 motor vehicles. This means that 234 human beings were saved from death in the streets in 1924, for had the 1923 ratio of deaths per 10,000 motor vehicles continued, that many more persons would have been killed than actually were killed.

In the year 1923, 1,002.5 persons were injured non-fatally per 10,000 motor vehicles registered, while in 1924, only 925.4 were injured per 10,000 motor vehicles—a reduction of 77.1 injuries, which means that 2,911 persons were saved from being injured in 1924.

The population of the City of New York increased approximately 100,000 persons in the year, so that together with the increase in automobiles, there was also an increase in the number of people using the streets on foot.

Another striking example of the beneficial effect of our safety work is in the reduction of fatalities to children sixteen years of age and under. This is due largely to the splendid co-operation given us by the public and parochial schools. Despite the fact that in 1924 there was an increase of 17,971 pupils registered in the schools of the city, we suffered 19 fewer fatalities to children under sixteen years of age, there being 453 fatal accidents to children in 1923, and only 434 in 1924.

Respectfully,

BARRON COLLIER,

Special Deputy Police Commissioner.

CHAPTER X

CONCLUSIONS

There is no excuse for the terrific loss of life and serious injury suffered daily by the people of our cities. Experience has demonstrated that such occurrences can be avoided, and experience has proven that the method of avoidance is safety education.

Education of any sort is a slow process. Our accident records can not be wiped out over-night.

But they can be wiped out!

It is the duty of every city to provide the machinery to accomplish that purpose. It is the duty of every city to see that municipal budgets provide a sufficient allowance to carry on day after day, month after month, year after year, an intelligent, ably directed campaign of safety education.

This is a great trust placed by the people in the hands of those who represent them. It is equally as great a trust placed in the hands of the publishers of the great dailies.

The time to start this mass safety education is now!

One way to start this work, and one way to carry it on is told in this volume.

Every item discussed has been tested and proved. And the plan of campaign and every piece of material used by the Bureau of Public Safety of the New York

Police Department in its task of literally selling safety to the masses, is placed at your disposal without obligation of any sort or any kind.

We *can* save human life!

THE END

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